vogue

INCORPORATING VANITY FAIR

COTTON FASHIONS . SUMMER SHOES AND ACCESSORIES . MAY 1, 1940 . PRICE 35 CENTS

"Boy, it's great to get back home to sheets like these! I'm sold on Wamsutta"

BETTY: "But, just the same, you thought I was extravagant to buy such nice sheets as Wamsutta *Supercale.** Remember?"

JIM: "That was before I knew what a lot of difference there is in the way they feel."

BETTY: "And before *I* found out that they really are lighter to launder than ordinary sheets."

JIM: "Did you say they're saving money on our laundry bills?"

BETTY: "They certainly are! Those heavy old things, that somebody gave us, cost a lot more to launder. No wonder the stores say Wamsutta *Supercale* sheets are their best value!"

★ ★ ★

Whether you are a bride or not you should have "A Guide for the Bride" to help you estimate your sheet and pillow case needs for any size of home or budget. . . . Enclose 30 cents and we will send you a Wamsutta *Supercale* boudoir pillow case (12″ x 18″), a regular 65-cent value. *Not sold in stores.* Address: Dept. V-2, WAMSUTTA MILLS, New Bedford, Massachusetts.

BETTY GOT MARRIED ON A BUDGET

For their pair of twin beds Betty bought 6 plain hem sheets, 6 hemstitched sheets and 12 hemstitched pillow cases. For the double bed in the guestroom: 3 plain, 3 hemstitched sheets and 12 pillow cases, also hemstitched. All Wamsutta *Supercale.*

Total $96.00

WAMSUTTA
Supercale Sheets

*REG. U.S. PAT. OFF.

SINCE 1846 . . . THE *FINEST* OF COTTONS

GOLD WRIST WATCH	$55.
DIAMOND BAND RING	135.
EMERALD-CUT DIAMOND RING	1825.
GOLD, PEARL AND DIAMOND BROOCH	825.
RUBY AND DIAMOND BRACELET	4600.

TIFFANY & CO.

welcome visitors to their exhibit at the HOUSE OF JEWELS WORLD'S FAIR and to their store at FIFTH AVENUE & 37TH STREET, NEW YORK

TWELVE EARTHENWARE DINNER PLATES	$14.
TWELVE GOBLETS OR CHAMPAGNE GLASSES	11.
TWELVE CLARET GLASSES	10.
STERLING SILVER RELISH DISH	14.
STERLING SILVER OLIVE SPOON	4.75
FOURTEEN EXCLUSIVE PATTERNS OF STERLING SILVER FLATWARE	

Best's introduces

*EVERFAST TWILL

in smart Summer washables

V14

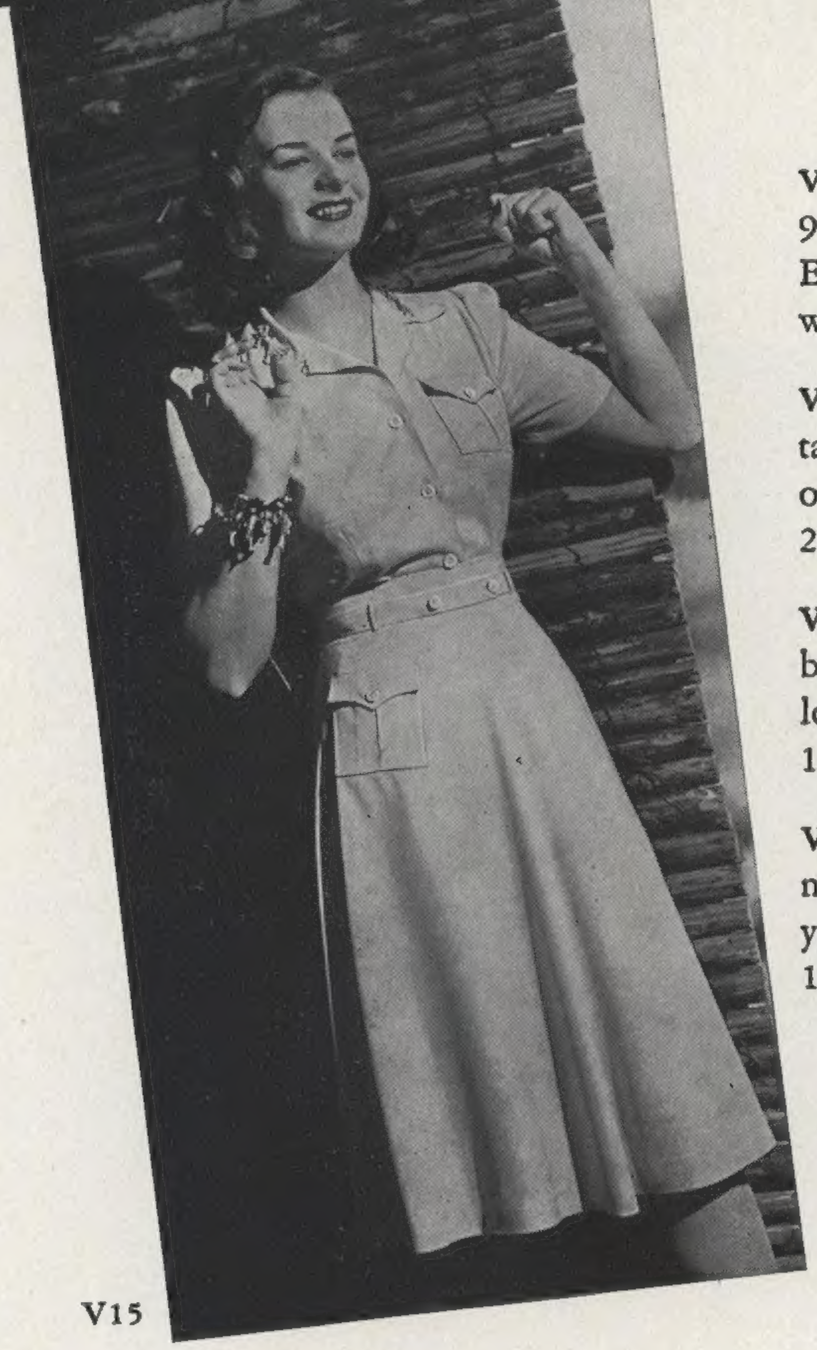
V17

An exciting new fabric enters the Summer fashion picture.. Everfast Twill.. a silky, gabardine-like cloth exclusive with Best's. Part rayon, part wool, it's crease-resistant, cool, launders as easily as your cottons. • Wear it in these becoming clothes tailored with the youthful simplicity and good taste typical of Best's. Enjoy their lovely pastel colors all through Summer – for they're Everfast – fast to sun, fast to washing.

When ordering by mail, please refer to model numbers

Best & Co.

Fifth Avenue, New York



V15

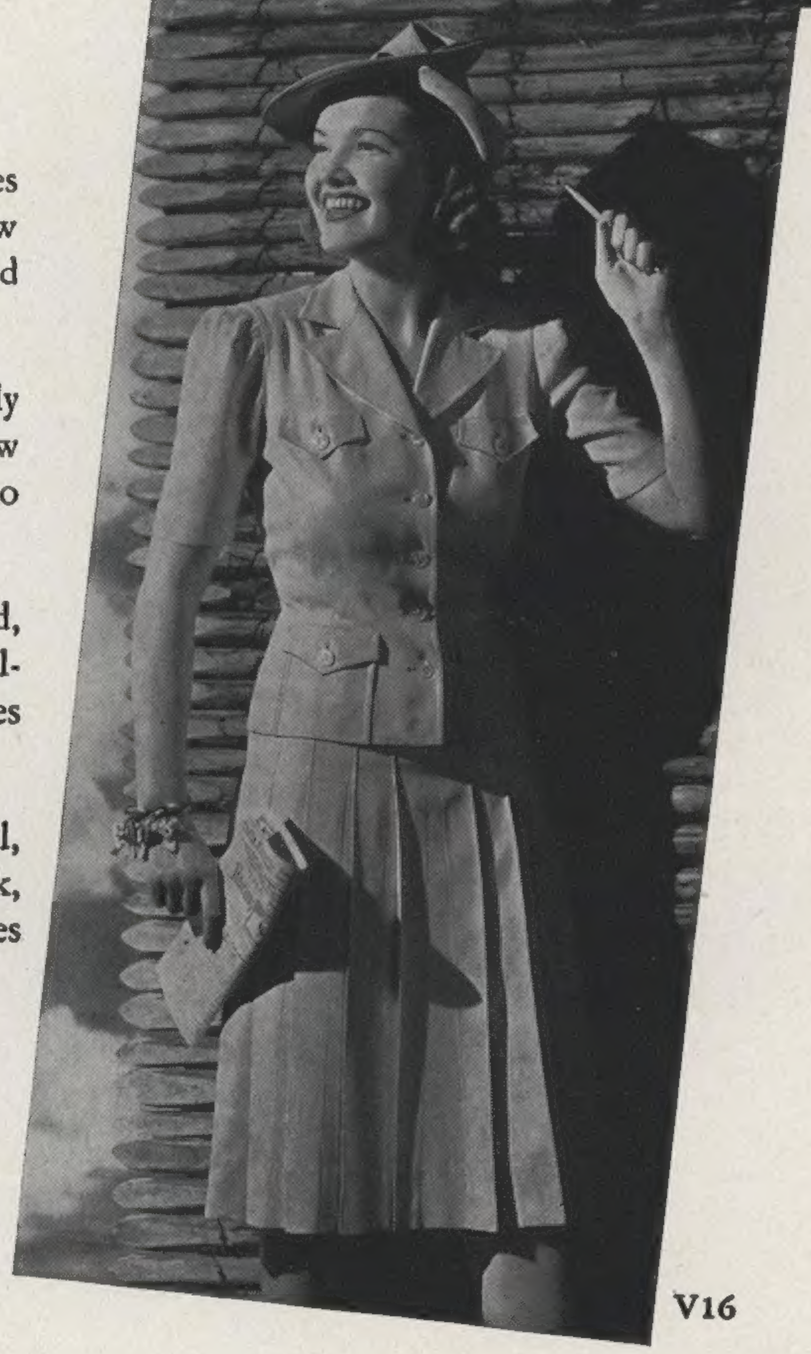
V14 - ***Sailor Princess*** for junior sizes 9 to 15. Light blue, pink or yellow Everfast twill with self lacing and white braid. 13.95

V15 - ***Shirt 'n Skirt Classic,*** nicely tailored in light blue, pink, yellow or cream Everfast twill. Sizes 12 to 20. 12.95

V16 - ***Jacket Suit,*** nicely tailored, becoming—in light blue, pink, yellow or cream Everfast twill. Sizes 12 to 18. 15.00

V17 - ***Drawstring Dirndl,*** youthful, new-looking—in light blue, pink, yellow or cream Everfast twill. Sizes 10 to 18. 15.00

*REG. U. S. PATENT OFF.



V16

GARDEN CITY MAMARONECK EAST ORANGE BROOKLINE ARDMORE GROSSE POINTE CLEVELAND HEIGHTS WASHINGTON, D. C.

V12 - *Nada No. 2 with contrasting band,* 8.75

V11 - *Nada No. 1 with striped pleated band,* 7.50

Another success story by Best's

COCOANUT STRAW

Cocoanut straw – another millinery scoop brought to you by Best's, who sponsored the revolutionary Fortmason and *Glenconner . . . Since we first introduced it in our *Nada this Spring, this wonderful light weight straw borrowed from the men has become a Fashion – enthusiastically worn by debutantes and young matrons, college girls and young women in business – those smart and sensible young people who set the feminine trends. • You'll find its deep natural color wonderfully becoming. And in these youthful styles tailored by Dunlap, it will top sports clothes or town prints with equal suitability.

When ordering by mail, please refer to model numbers

Exclusive with

Best & Co.

Fifth Avenue, New York

GROSSE POINTE GARDEN CITY CLEVELAND HEIGHTS MAMARONECK WASHINGTON, D. C. EAST ORANGE ARDMORE BROOKLINE

V13 - *Big-brimmed flatterer with contrasting band and streamers,* 8.75

*Reg. U. S. Pat. Off.

Photographed at The Cloister, Sea Island, Ga.

Copr. 1940, American Viscose Corporation

Crown Tested Rayon Fabrics *Points of interest, the important hood and the new bloused top, in these softly styled sports dresses of a cool Crown Tested Rayon Fabric. As seen at Peck & Peck, New York; I. Magnin & Co., San Francisco. AMERICAN VISCOSE CORPORATION, World's Largest Producer of Rayon Yarn, 200 Madison Ave., N.Y.C.*

CROWN TESTED AND APPROVED CROWN RAYON

THE FIRST NAME IN RAYON . . . THE FIRST IN TESTED QUALITY

Vogue
May 1st, 1940

VOGUE Incorporating Vanity Fair is published semi-monthly by The Condé Nast Publications, Inc., Boston Post Road, Greenwich, Connecticut.
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Vol. 95, No. 9
Whole No. 1627

Clare Potter's Tiger Tones. The great colourist and designer of casual clothes has done us three wonderful Exclusives, each with that matchless, hand-wrought simplicity of hers. In tiger-light—her creamy off-white. In tiger-tawny, her lovely new hot-weather brown. Such niceties as hand-sewn buttonholes. 10 to 20, **35.00** Sports Fifth Floor
Photograph: Hand saddle-stitched weskit dress in Potter's smooth rayon crepe, "Ranna." Also frost green or white.
Top sketch: Button-up coat dress with Potter's full free lines. In rayon crepe, "Ranna." Also made in white.
Lower sketch: Hand cross-stitched dress with 14-gore skirt in imported sheer linen. Also in strawberry, blue, gray.

BONWIT TELLER • FIFTH AVENUE AT FIFTY-SIXTH STREET • NEW YORK

Concerning every woman's second love

BACK IN your childhood days, you were probably told (as who wasn't?) that you could "love" only people—not inanimate things like dolls and lollipops.

But granting that love of people comes first, we'll venture that every woman has a real and abiding affection for certain possessions, too. And that's where a woman's love of really fine sterling silver probably goes deepest.

To women whose second love is silver such as this, we commend International Sterling, made by America's foremost silver house—as the gift for your favorite spring bride, or, for that matter, as a "you to you" present.

There are International Sterling patterns for every decorative period and personal taste —from chaste "1810" to richly sculptured "Fontaine." A 6-piece individual place setting can be had for as little as $16.75—a 36-piece service for six starting at $100 . . . with complete services up to $823.

Why not see your leading jeweler, and International Sterling, the next time you're downtown?

International Sterling

Advertisement

Brigance, Lord & Taylor's own gifted young designer, sets the sports clothes trends for America.

Say Silk

don't guess — don't take fabric for granted

You will enjoy yourself in a navy and white checked silk crepe like the two piece dress above. In medium and better priced dresses you have a right to quality silk. The added values—strength, elasticity, freedom from bulk, fineness of texture, affinity for dyes, etc.—start with the raw material and carry through to the fabric. Some of these properties are expressed in added wear; others in the sensuous satisfaction that comes with wearing a good silk dress. It's not enough to ask for an "afternoon dress" or an "evening gown". Just as you ask to see the sterling mark when buying silver ask for quality silk when buying clothes. There is no substitute for silk. There is no compromise with quality.

INTERNATIONAL SILK GUILD • 250 FIFTH AVENUE • NEW YORK

DOROTHY GRAY

smart new summer make-up... its name and color

South American Red

Betmar Hat...
Fiesta del Sol fashion

THIS summer it's *South American!* Hats, play clothes, dances, make-up ... all breathe the color and spirit of sunny South America. The new Dorothy Gray *South American Red* is a summer make-up sensation. A rich, vibrant, stirring red to animate a dusky tan . . . or to contrast with the new "parasol pallor." Effective for wear with practically any color. Positively devastating with blazing white, Argentine blue, tropical pinks and yellows.

Dorothy Gray South American Red: Lipstick, $1. Cream Rouge, $1.25. Compact Rouge, $1. Nail Polish, 60¢. To harmonize: Dorothy Gray Portrait Face Powder in new *South American* shade; also *Tawny Rachel* or *Suntone.* $1.

SUNBURN CREAM—Favorite at smart beaches. Creamy, not greasy. Screens out burning sun-rays. Helps guard against soreness, redness, peeling. For sensitive skin, or to stay fair, apply lavishly and often. In bottle or tube, $1.

SALON COLD CREAM—Ideal for cleansing summer-dry skin. Light, bland, soothing. Goes on with *such* a smooth feel . . . comes off beautifully without leaving skin greasy! Helps your complexion perk up with a softer, fresher look. $1, $2, $3.50.

Dorothy Gray REG U S PAT OFF 683 Fifth Avenue, New York . . . Paris . . . London. Dorothy Gray Salon treatments are also available in smart stores in the following cities: Los Angeles . . . Denver . . . Washington . . . Boston . . . Milwaukee . . . Buffalo . . . Norfolk . . . Chestnut Hill, Philadelphia . . . San Francisco . . . Seattle . . . Brussels . . . Amsterdam . . . The Hague . . . Rotterdam . . . Cannes . . . Nice . . . Monte Carlo . . . on the Grace Line "Santa" ships . . . and on American Republics Line "Good Neighbor" ships. *Copyright, 1940, by Dorothy Gray, Ltd.*

THESE AND MANY OTHER EXQUISITE DOROTHY GRAY PREPARATIONS AT SMART DEPARTMENT AND DRUG STORES

Date at 6:30—

"Mystery Run" at 6:28

SHE SHOULD HAVE BOUGHT
CANNON STOCKINGS!

Cannon Stockings cut down "mystery runs" because they're triple-inspected for the hidden weaknesses that CAUSE "mystery runs". Invisible flaws that no human eye could ever see are spotted by Cannon's special air-pressure machine.

So you can be triply-sure that the Cannon Stockings you purchase were pronounced perfect before they left the mills.

To make sure they reach *you* in the same perfect condition, Cannon seals every pair of hose in a Cellophane Handy-Pack.

Ask for these sheer, dull, long-lived Cannon Stockings at your favorite store today! Then you can relax! 79¢ to $1.15. Cannon Mills, Inc., 70 Worth Street, New York, N. Y.

Cannon Hosiery

Pure Silk . . . Full-Fashioned

2-THREAD TO 7-THREAD. NEW SPRING AND SUMMER SHADES MADE BY THE MAKERS OF CANNON TOWELS AND SHEETS

BRIGHT! *Spirited playsuit of brilliant color set off with a gaily striped wrap around dirndl skirt . . $22.95*

FOR FUN IN THE SUN

LIGHT! *Clever, practical pajama with chic long-sleeved blouse. The dashing full pleated trouser comes in many exciting colors . . $22.95*

COOL! *Nautical ensemble with smartly tailored jacket and one piece backless dress of imported non-crushable linen . . $25.00*

I. MAGNIN & CO.

FASHIONS THE COAST

SAN FRANCISCO • LOS ANGELES • SEATTLE
AND OUR OTHER CALIFORNIA SHOPS

Mrs. R. Lyndon Danks chooses a shirring of black lace to frame her lovely shoulders

Mrs. Jesse Livermore designed the neck of this datelessly elegant faille dress to set off one of her favorite jewels. A Saks ready to wear original. Fifth floor

Strictly Personal

Illustrating that most lovable attributes of our Saks ready to wear originals: their You-ness. Not only can you choose from dozens of swatches the color that becomes you most, but you are free to change a neckline .... a sleeve ..... combine the bodice of one model with the skirt of another. When you finish, your clothes are You — as personal as your laugh. You'll find our Saks ready to wear originals on the fifth floor.
From 85.00

SAKS FIFTH AVENUE

SAKS FIFTH AVENUE

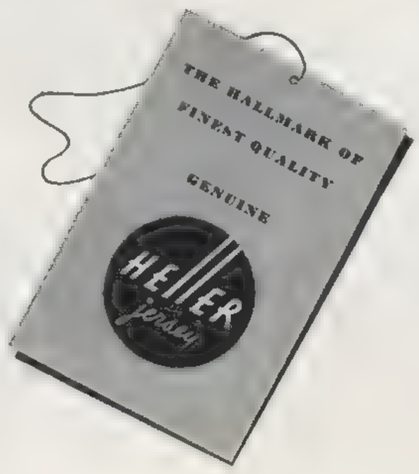
Mrs. John Storrs Prescott, with Nay Kaz O'Valley Farm and Alexis of Alexine .... wearing her favorite black lace dinner dress. A Saks ready to wear original. Fifth floor, New York. Also Chicago and Beverly Hills

Summer Sorcery...

A dinner dress just made to dramatize you and enchant the beholder. Of Heller's superb rayon jersey, so petal-soft it seems poured to the figure...perfectly obedient to the design genius of Sophie, creator of so many of your favorite *Saks Fifth Avenue Originals.*

• Famous American dress creators find Heller jersey a skilled collaborator in their most subtle, beautiful dress designs. You can always identify the genuine by this famous hallmark...the signature of true

Heller Jersey



William Heller, Inc • 1441 Broadway • New York

ARTHUR MURRAY
TEACHERS
PROVE IT!

More wear from Artcraft Silk Stockings . . .

Day after day of dancing tests by Arthur Murray teachers prove that sheer chiffon Artcrafts *wear* for many, many hours . . . *look lovely* at any hour!

The Wearcraft finish, a modern miracle, gives added life and beauty to these exquisitely fine stockings. *Measured proportions*—Short, Average, Tall—assure you constant flattering fit.

Luxurious, longer-wearing—Artcraft stockings in glorious new Compass Colors are $1 to $1.65. Sold by the finest stores from coast to coast.

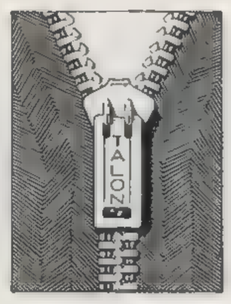
Artcraft
Silk Stockings
"THAT ARE SUPERIOR"

BETTER FIT · LONGER WEAR · MORE BEAUTY

Vogue says "TAKE FULL ADVANTAGE OF THE HIGH SOCIAL POSITION OF COTTON"

Cottons—fit to a Queen's taste! They use the Talon fastener cunningly...To mould your waistline. To give sweep to your bodice. To balk "gap-osis"!...But more than that! Tub these cottons—and the Talon fastener comes through smiling, too! From first to last—it's quick, secure, dependable—completely trouble-free. Why not ask for Talon placket fasteners in *all* the dresses you buy!

Vogue selects... *this romantic dotted Swiss evening gown — enchantingly demure. Applause for its smooth bodice goes to the Talon placket fastener!*



TALON SLIDE
Reg. U. S. Pat. Off.
FASTENER
MADE BY
TALON, INC.
MEADVILLE, PA.

*Because it's the dependable slide fastener — women prefer "TALON" 70 to 1**
REG. U.S. PAT. OFF.

* Based on surveys made by 56 leading stores, which show that, among the thousands who expressed a preference, 70 women want the Talon fastener to 1 who names any other brand! ... An important fact to keep in mind when *you* buy slide-fastened merchandise!

* © 1940 by Andrew Geller

Left: AFTERNOON IDYLL. *Waist-slimming lines...a skirt for tea dancing . . . in a print frock with white buttons, a white tie that's detachable to create a high-low neckline. Sizes 14-40.*

Right: DANCING AT DUSK. *Scroll printed frock, with matching turban, that looks slim and pretty at any smart affair of afternoon or evening. Sizes 14-40.*

America hails a new Jersey sensation. Print frocks of rayon Jersey Gauze will dot the American scene on Summer afternoons—brightening country club verandas...sidewalk cafes. Airy and light as that magical gauze in the pantomime costumes of your childhood, Jersey Gauze is the coolest of fabrics. And Celanese* yarn makes it wonderfully practical to defy crushing and mussing. **About $20**

Look for these frocks at smart shops, including these listed below . . . or write direct to:

Peak of the Week DESIGN STUDIOS
1375 Broadway, New York City

LORD & TAYLOR, *New York City* • MARSHALL FIELD & CO., *Chicago, Ill.* • J. W. ROBINSON, *Los Angeles, Calif.*

H. & S. POGUE CO. . . Cincinnati, Ohio
THE MAY CO. . . . . Cleveland, Ohio
J. L. HUDSON CO. . . . . Detroit, Mich.
G. FOX & CO. . . . . Hartford, Conn.
SAKOWITZ BROS. . . . Houston, Texas
H. P. WASSON CO. . . Indianapolis, Ind.
JOHN TAYLOR D. G. CO. Kansas City, Mo.
D. H. HOLMES CO. . . New Orleans, La.
STRAWBRIDGE & CLOTHIER, Philadelphia, Pa.
JOSEPH HORNE CO. . . . Pittsburgh, Pa.
FAMOUS-BARR . . . . . St. Louis, Mo.

* Reg. U. S. Pat. Off.

MADELEINE CARROLL in *Paramount's* "SAFARI"

Looking for a Make-Up Miracle?

TRY PAN-CAKE MAKE-UP

Wouldn't you like to end your search for a make-up that would do just the things you want it to do? Then try Pan-Cake Make-Up because...

- ★ ***It creates a new complexion by imparting a lovely, youthful-looking color tone.***
- ★ ***It makes the skin look soft and smooth.***
- ★ ***It helps conceal tiny complexion faults.***
- ★ ***It stays on for hours without re-powdering.***

Created first for Technicolor pictures by *Max Factor Hollywood*, Pan-Cake Make-Up has become today's new make-up fashion.

Max Factor
★HOLLYWOOD

ALL COOL-EES BY JOYCE ARE NOT CARRIED BY ALL STORES, BUT MOST GOOD STORES CARRY COOL-EES • JOYCE, PASADENA, CALIF.

"They're beautiful . . .
they come in all leg sizes, and fit like paint"

Your Foot Size
has a *Number*
Your Leg Size
has a *Name*
in Belle-Sharmeer

BREV
for smalls

MODITE
for mediums

DUCHESS
for talls

Here's the new way . . . the smart way . . . to buy fine stockings. Just ask for ***Belle-Sharmeer*** in your own leg size! You'll get, *every time you buy,* stockings that fit you perfectly. You'll get sleek ankles, slim, straight seams, neat, flat hems. The reason is simple. ***Belle-Sharmeer*** Stockings are individually sized for you in *width* and *length* as well as foot size. They're your very own size from toe to top! Remember, your leg size has a name . . . *Brev* for smalls, *Modite* for mediums, *Duchess* for talls, *Classic* for plumps. Exclusive with one fine store near you. Write for the name.

Belle-Sharmeer Division, Wayne Knitting Mills, Fort Wayne, Indiana

Belle Sharmeer
STOCKINGS
in all leg sizes

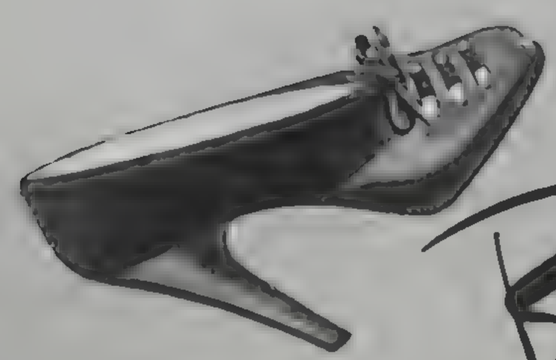
COPYRIGHT 1940 BY WAYNE KNITTING MILLS

Sun Navy

Palter De Liso's Capri Shoes . .
winged to the foot with "Lastex" yarn

A new navy to wear with all your prints and summer navy linens. Designed by Palter DeLiso, Bonwit's own *bottier*, in shoes open and light as air. Built on his Capri sandal last that outlines the print of the ball of your foot. Balancing the forward push of your steeple-slim heels. Made even more perfect by the use of "Lastex" yarn, to girdle your instep sleek and close, give you inspired comfort, make your feet and ankles look prettier. The upper two shoes sketched are 14.75. The lower two shoes are 15.75. All Bonwit Exclusives.

Bonwit's Famous Shoe Salon—Second Floor



Bonwit Teller
FIFTH AVENUE, NEW YORK

THE MIRACLE YARN THAT MAKES THINGS FIT . . . Lastex
REG U S PAT OFF

An elastic yarn manufactured exclusively by United States Rubber Company
Rockefeller Center New York City

"Smart Cottons are Fine Fabrics"

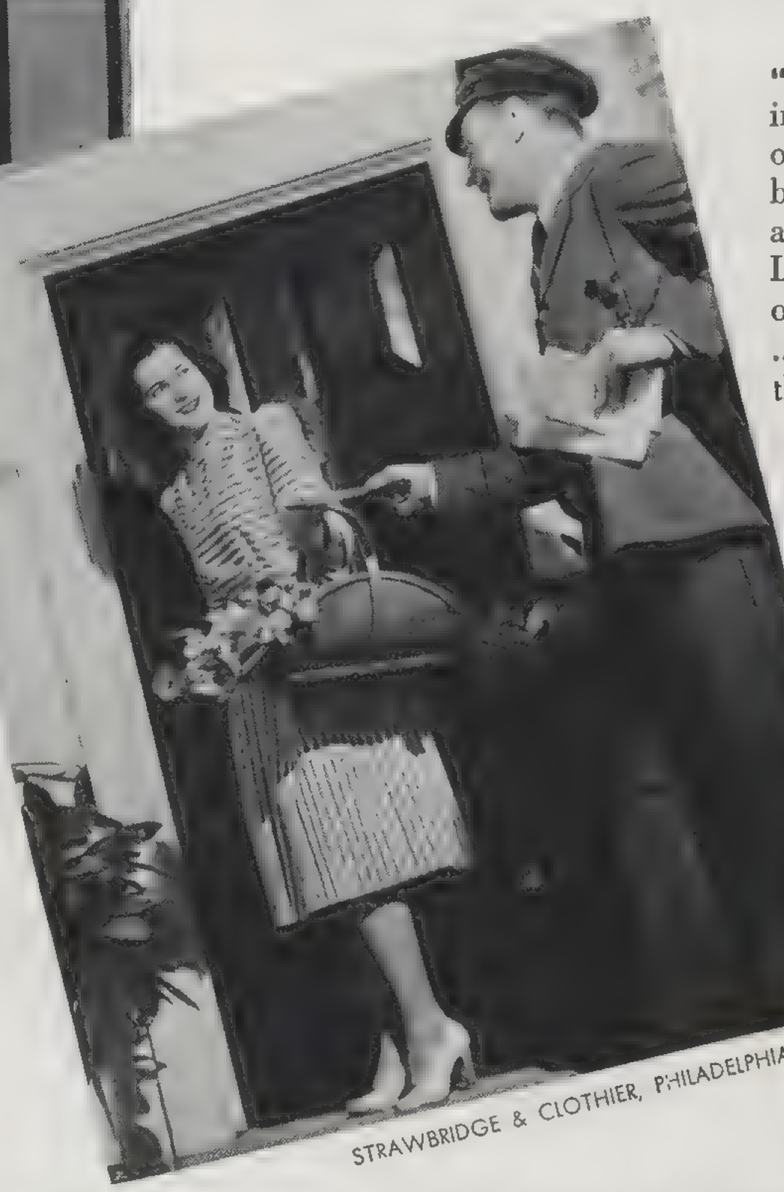
leading stores say — "Keep them new-looking longer with New Quick LUX—"

L. S. AYRES & CO., INDIANAPOLIS

"Cotton is dramatic for summer evening fashions," says L. S. Ayres & Co. (Above) Miss Mary Nell Porter, "Maid of Cotton," wearing this Ayres evening dress of hibiscus-red muslin with white flowers. "Care for it as you do other fine washables—with new, quick Lux," Ayres says.

B. ALTMAN & CO., NEW YORK

Mother-and-daughter frocks of waffle piqué with hand fagoting, from Altman's superb collection of cottons, go sightseeing at Central Park Zoo. "The new cottons need fine-fabric care," says this Fifth Avenue store. "We advise new, quick Lux."



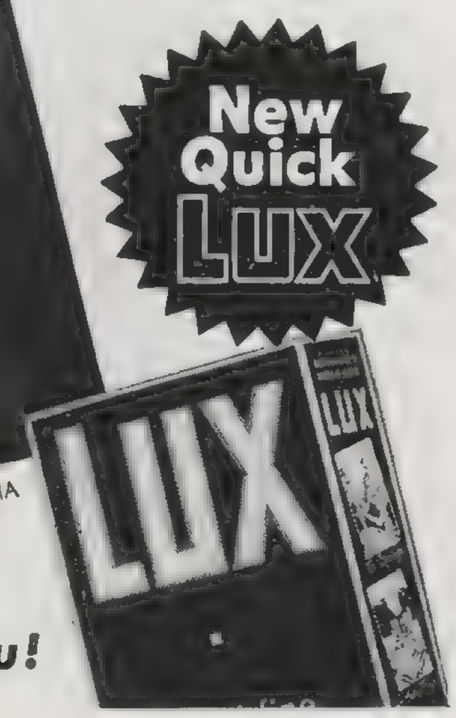
STRAWBRIDGE & CLOTHIER, PHILADELPHIA

"Wear cotton all day long—in peppermint stripes or in other brilliant new shades—but help the colors stay fresh as a flower with new, quick Lux!" That's the advice of Strawbridge & Clothier ...of Mary Lewis, who styled the engaging frock at left ... and of Miss Mary Nell Porter, who wears it.

THE CINDERELLA OF FABRICS has become a fairy princess! Cottons, in delightful new weaves and colors, are worn from morning to midnight.

Leading stores and the "Maid of Cotton" advise you to care for cottons the way you do washable silks, rayons and wools . . . with new, quick Lux!

Easy advice to follow! New, quick Lux is so *fast* . . . bubbles into suds in a sec! So *thrifty* . . . gives more suds (ounce for ounce) even in hard water than any of 10 other leading soaps tested. So *gentle* . . . safe for anything safe in water!



In the same familiar box—*at no extra cost to you!*

introducing **Swing-Flex**

Swing your arms at last in utter freedom! .. Drive a golf ball or drive a car .. For nothing disturbs the well cut "set" of these dresses with the new SwingFlex sleeve designed for just this purpose.

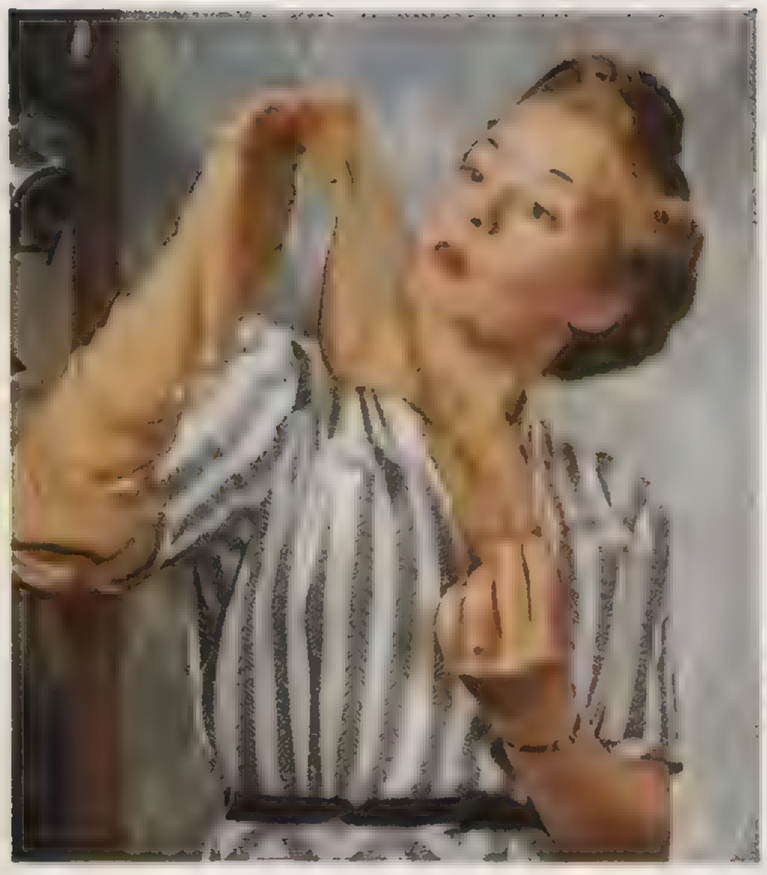
CELANESE provides the perfect fabric—cool washable Celanese* crepe of rayon and silk in

White, Sand, Blue, Rose, Maize and Lime. In sizes 10 to 12. Price $22.95.

Atlanta, Ga., Leon Frohsin
Ardmore, Pa., Francys
Baltimore, Md., Hutzler Brothers Co.
Boston, C. Crawford Holliday, Ltd.
Chicago, Ill., Marshall Field & Co.
Cincinnati, Ohio, Todd Brothers
Cleveland, Ohio, The Lindner Co.
Columbus, Ohio, The Union Co.
Coos Cove, Nell Troy
Dallas, Tex., Sanger Bros.
Detroit, Mich., The J. L. Hudson Co.
El Paso, Tex., Felix Brunschweig Co.
Ft. Worth, Wally Williams, Inc.
Harrisburg, Wm. B. Schleisner Store
Hartford, Stackpole, Moore, Tryon Co.
Honolulu, T. H., Moore's
Houston, Tex., Krupps' Sportswear
Jenkintown, Pa., Lil-Lee, Inc.
Johnson City, Tenn., King's, Inc.
Kansas City, Mo., Woolf Brothers
Los Angeles, Coulter Dry Goods Co.
Memphis, Tenn., Halle-on-Main
Milwaukee, Wisc., T. A. Chapman
Minneapolis, Young Quinlan Co.
Montclair, N. J., The Primrose Shop
Montgomery, Nachman & Meertief
New Bedford, Mass., Willy's
New Haven, Conn., The Louise Shop
New Orleans, Kreeger Store, Inc.
New Rochelle, N. Y., Jul Kay, Inc.
New York City, N. Y., Bonwit Teller
Omaha, Thomas Kilpatrick & Co.
Philadelphia, Bonwit Teller & Co.
Portland, Me., Virginia W. Chapman
Portland, Ore., Ungar, Inc.
Reading, Pa., Helen M. Clark
Richmond, Va., Jacobs & Levy
Sacramento, Cal., Bon Marche
Schenectady, Town & Country Shop
Seattle, Wash., Best's Apparel
Spokane, Wash., Duden's
Syracuse, N. Y., The Addis Co.
Topeka, Kans., Mary Cummings
Washington, Julius Garfinkel & Co.
White Plains, N. Y., Martha West
Wilkes-Barre, Mollie Abrahamson
Winston Salem, D. G. Graven Co.
Worcester, Mass., Richard Healy Co.

SwingFlex dresses are sold in only one store in a city. For further information address:

MUTUAL-ROSENBLOOM CORP., SWINGFLEX DIVISION • 495 SEVENTH AVE. • NEW YORK, N. Y.



1 We caught Miss Thompson, who modeled for this ad, the minute she stepped into the photographer's studio. "Miss Thompson," we asked, "do you ever turn your stockings inside out?"

2 "Certainly," said Miss Thompson, with an appropriate gesture. "See — I did this morning. So do all well-dressed girls who deplore shiny legs. A dull, sheer look is what we want."

3 "Then look at this," we said, archly slipping a Strutwear ReeVerse Fashioned stocking over her arm. "Here's a stocking that's *made* inside out! Notice that smooth, *dull* finish!"

Costumes from The Young-Quinlan Co.

4 "I get it!" chirped Miss Thompson at the end of our sales talk. "By *making* them inside out you get the dull finish and yet you still keep the seams inside where they belong. Very neat!"

5 By the time Miss T. was snapped in the formal pose (at left), we'd told her how our Strutwear ReeVerse Fashioned Hosiery is *Velotexed* to give it greater strength, elasticity and snag resistance.

This morning she was on the phone... all a-buzz. "Where can I get some more of those stockings *made* inside out?" That's our cue, of course. With dignity we replied: "At better shops and department stores everywhere!" Strutwear Knitting Co., Minneapolis, Minnesota.

STRUTWEAR

ReeVerse Fashioned

HOSIERY

LOOKS A THREAD SHEERER—WEARS A THREAD LONGER

It's smart to be dull!

You're looking at Two "Miracles" in watchmaking

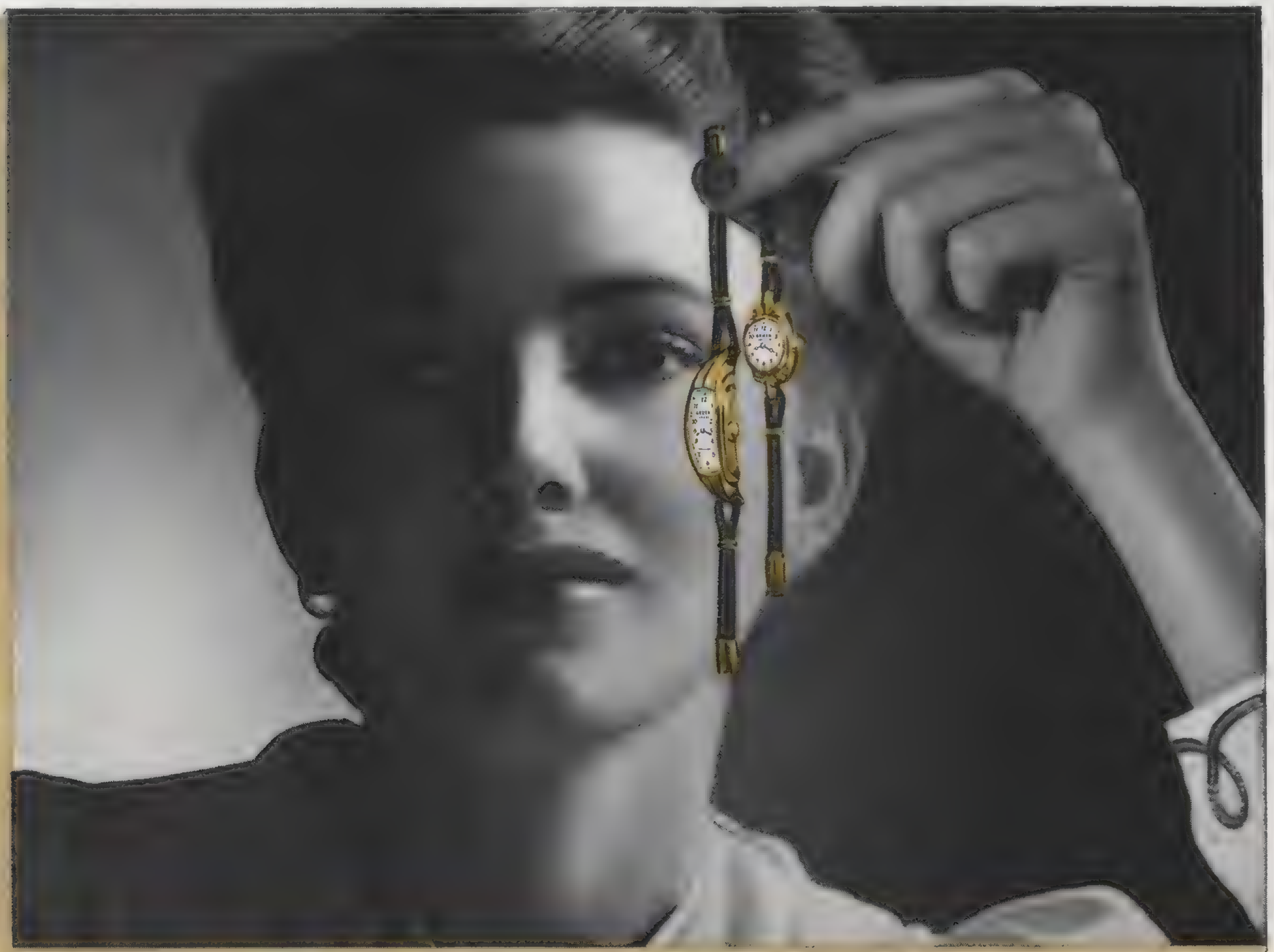
GRUEN CURVEX With the exclusive and patented Gruen Curvex movement *curved* to fit inside the smartly curved case, here is one of the two most important inventions of this generation in fine watch design. All Gruen Curvex watches have this unique curved movement, which is based on the well known and accepted principle that large, rugged parts contribute to the long life and accuracy of a watch. See the new Gruen Curvex models today.

☆ Model Illustrated at Left—CURVEX COUNTESS, 17 jewel Precision movement, yellow, white or pink gold-filled case. $42.50

GRUEN VERI-THIN Thinnest wristwatch ever made to sell at popular prices, experts call the Gruen Veri-Thin the most revolutionary wristwatch of all time. The large, sturdy parts of the patented Gruen Veri-Thin movement are ingeniously arranged so that the watch can be made nearly 50% thinner at sides and ends. This new, ultra-smart thinness has created a brilliant new trend in modern wristwatch styling. See the new Gruen Veri-Thin models today.

☆ ☆ Model Illustrated at Right—VERI-THIN PETITE, 15 jewel movement, yellow or white gold-filled case. $29.75

Other Gruen watches from $24.75 to $250; with precious stones, up to $2500. Write for folder: The Gruen Watch Co., Time Hill, Cincinnati, O., U.S.A. In Canada, Toronto.



GRUEN

The Precision Watch

GIFTS FROM YOUR JEWELER
ARE GIFTS AT THEIR BEST

COPYRIGHT 1940, THE GRUEN WATCH CO.

MIRACLE NO. 1
GRUEN CURVEX*

Only the Patented Gruen Curvex movement is curved both top and bottom to fit the wrist form case. The Curvex construction assures pocket watch accuracy, ruggedness and long life.

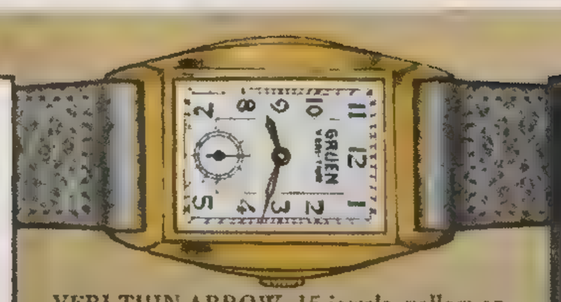
An ordinary flat movement inside a curved case.

*Reg. U. S. Pat. Office. Patented U. S. Patent Nos. 1835952, Re 20480 Canadian Patent No. 370997 Copyright 1940 by The Gruen Watch Company.

MIRACLE NO. 2
GRUEN VERI-THIN*

This diagram shows how the full-size, rugged working parts of the Veri-Thin* movements are brilliantly arranged to fit completely within the thin, curved case without sacrificing accuracy or dependability. By this ingenious arrangement of the wheel-train, it is possible to slope the case downward on both ends and sides for extreme thinness and streamlined styling.

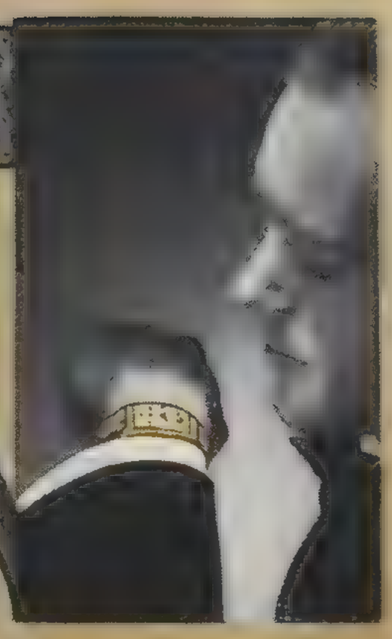
* REG. U. S. PATENT OFFICE
PATENTS PENDING



VERI-THIN ARROW, 15 jewels, yellow or pink gold-filled case, Guildite back, $29.75

CURVEX SARGEANT
17 jewel Precision movement, yellow gold-filled case. . $49.75

Watch on wrist—CURVEX CADET
17 jewel Precision, yellow gold-filled case with pink or silver dial . . $47.50



Vogue will be very glad to aid you at any time by answering your questions about schools and camps both here and abroad

SCHOOLS AND CAMPS

Write to Miss Marian Courtney, Vogue's School and Camp Bureau, 420 Lexington Avenue, New York, or telephone: MOhawk 4-7500

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PARKHILL MONTANA RANCHES

Boys and girls enjoy 4 wks. on each Ranch: The P Lazy B and Flathead Lake. 8 wks. fee, $325. Ages 9-19. A horse for each Rancher. Western riding in the Real West; all water sports at Flathead Lake. Catalog: W. T. PARKHILL, CHAMPAIGN, ILLINOIS.

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Summer camp & boarding school for children 4-7 in hills of Dutchess Co. Farm & country life. Comfortable houses, modern equipment. Small groups, large staff, narrow age range permit individual care.
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CAMP PETER PAN

For Hard of Hearing Boys and Girls 4-12
Pines. Seashore. Riding. Dancing. All sports. Tutoring. Stories told by radio ear. Trips to World's Fair. Experienced teachers of lip-reading. ROSEMARY R. CLEARY, LAKE RONKONKOMA, L. I., N. Y.

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For 30 children, 2 to 16. Swimming, tennis, dancing, riding, music, dramatics. Pioneer camping trips to New Hampshire. Limited enrollment, opportunity for individual observation, guidance, character development. MRS. M. R. HILTON, BOX A, NOROTON, CONN.

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Small select group. Girls & Boys 3-12. By month, season or year. In lovely Connecticut hill section. Midway between New York & Boston.
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Maine Development Commission, Box V, State House, Augusta, Maine.

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On Lake Champlain • For Girls 8-19

Learn French while enjoying camp life. Swim, dive, canoe, sail on Lake Champlain. Daily riding included in fee. Overnight camping trips. Art, music, crafts, dramatics. Native French and French-speaking counselors. Separate Junior Unit. 17th season.

ECOLE CHAMPLAIN
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brown ledge

Mallett's Bay, Vermont
"—one of New England's finest camps." **Free daily riding under F. C. Kleemann.** Finest show horses; musical lance drill, trail riding, jumping, dressage. Sailing, racing tactics. Special **acting group** under professionals. Fencing; tennis; golf; riflery; archery; crafts; swimming. **Band** and **orchestra.** Trips. 75 selected girls. *One tuition covers all.* Please give age.

HORSES CHRIS CRAFT Aquaplaning
Mr. and Mrs. H. E. Brown
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Girls' Camps

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A joyous summer for girls at Buzzard's Bay, Cape Cod. Sailing, swimming, riding. Complete equipment for all sports; crafts, music, dancing, dramatics, French. Trips. Four groups. Catalog. 25th season. BEATRICE V. HUNT, DIR., HOLBROOK, MASS.

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Duxbury, Mass. A salt water camp of 3 separate units. For girls. For younger boys. Day camp for boys and girls. Riding, sailing & water sports. Dancing, Music, Dramatics, Crafts. 40 miles from Boston. BETTY CARLETON, 218 BRADSHAW ST., MEDFORD, MASS.

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Sailing camps. Girls 5-10; 11-18. Learn sailing every day. Yacht Club races twice a week. On Pleasant Bay, Cape Cod. All camping activities; riding, music. Special Junior program. 36th year. Booklet.
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ON LAKE FAIRLEE ELY, VERMONT
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A Camp for Girls
LAKE MOREY, FAIRLEE, VERMONT
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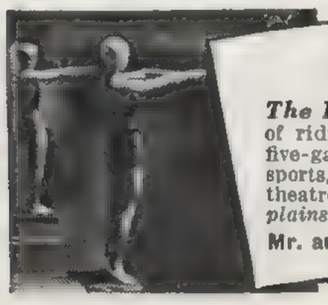
Fairlee, Vermont. 36th Season
Three separate camps
Aloha Camp for girls from 12 to 18
Aloha Hive for girls from 6 to 12
Lanakila for boys from 6 to 14
The Aloha Camps have been under the personal supervision of the founder, Mrs. Edward L. Gulick, and her daughters since 1905. *Catalog.*
Mrs. E. L. Gulick, 8 Perrin Road, Brookline, Mass.

TEELA-WOOKET



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"2,000 ft. Atop the Berkshire Mts. in New England". All land and water sports, horseback, private golf. Children from representative Jewish families. Ken-Mont, for boys, affiliated camp across the lake.
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In the Adirondacks • For Girls 7-18

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Wilton, Conn.

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MEREDITH, NEW HAMPSHIRE
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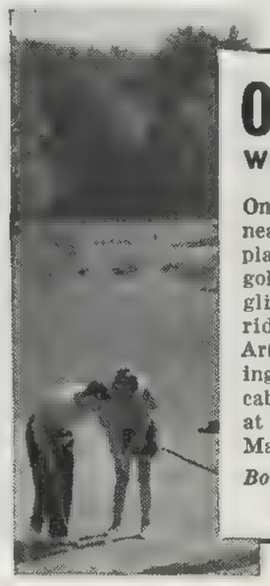
Mrs. Elbridge V. Palmer, Hastings-on-Hudson, N. Y.



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Booklet. Abby A. Sutherland, Ogontz School P. O., Pa.

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On Lake Fairlee, Ely, Vermont
High adventure for boys 7-16. Fee includes riding, canoe and mountain trips in addition to all regular sports: swimming, sailing, golf, riflery, and woodcraft. Music, crafts and hobbies. Three age groups. Expert supervision. Sturdy cabins. 125 acres. 27th year. Booklet.
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SCHOOLS AND CAMPS

For detailed information, address: Miss Marian Courtney, Vogue's School & Camp Bureau, 420 Lexington Ave., N. Y.

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The Nautical Camp for Boys. S. Dennis, Mass., 26th season. On salt water, with all land and water sports. Expert friendly supervision for 35 boys 8-14. Home-like informal atmosphere with individual attention. DWIGHT L. ROGERS, JR., 450 E. 66TH ST., N. Y. C.

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Resident, Day. Postgraduate, Special Courses, College Prep., Art, Music, Dramatics, Secretarial, Household Arts, Athletics. Country Estate week-ends. 42nd year. MRS. T. DARRINGTON SEMPLE, PRINCIPAL.

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Edgewood Park
Box V
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Girls' Schools

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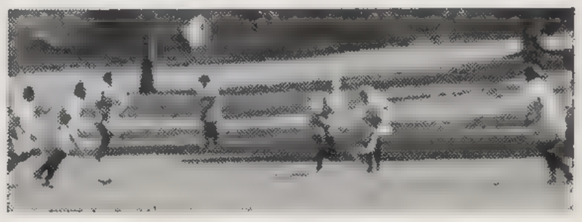

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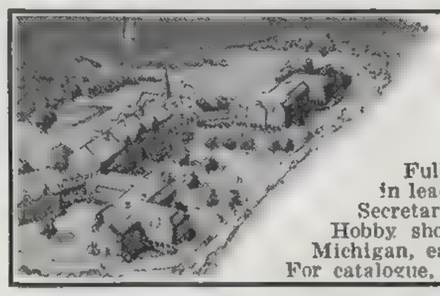

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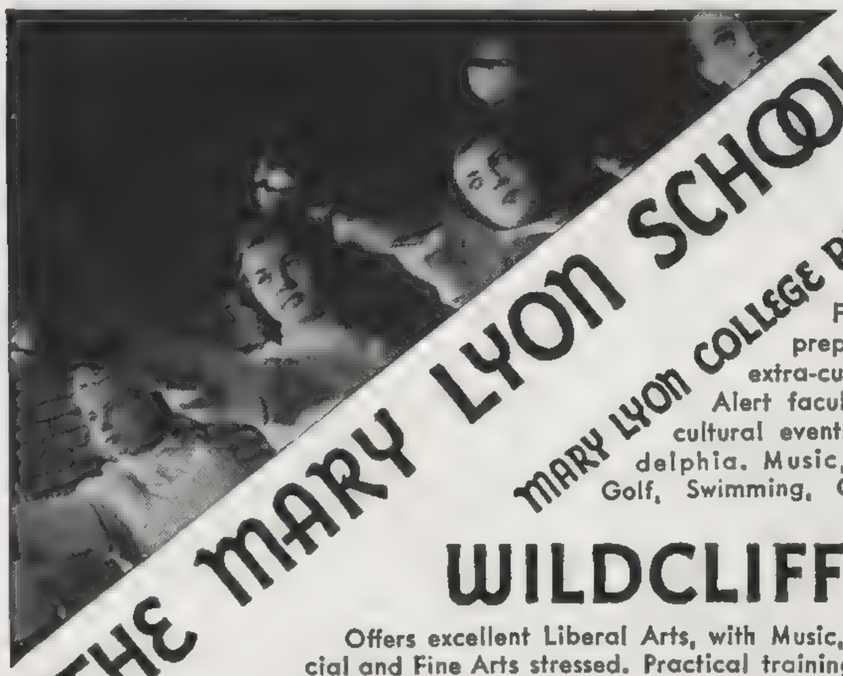

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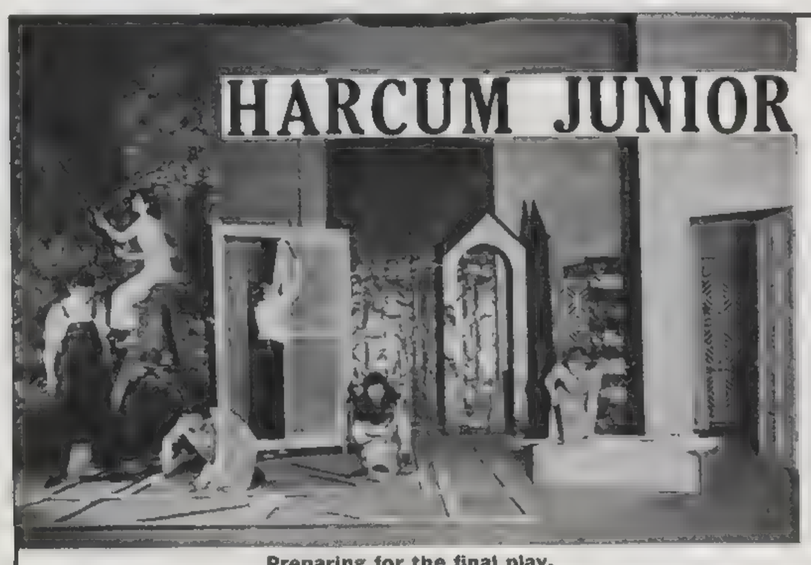

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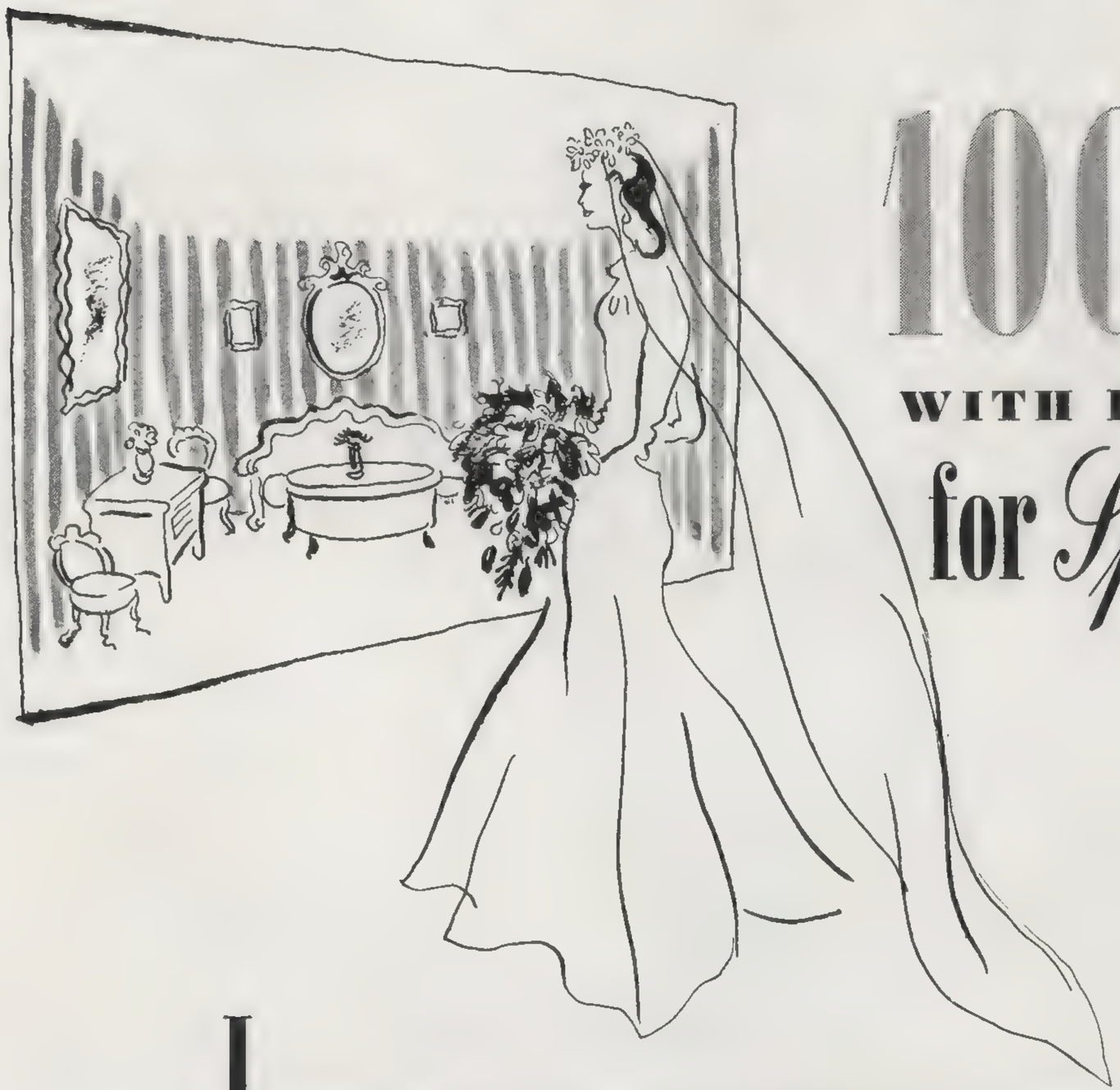

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The first section of the May Double Number is also filled with information and ideas for spring. Eight pages of it are devoted to advice on practical remodeling, showing "before and after" pictures of successful jobs. "Vacation Trips in America" will be a welcome feature to holiday-planners. And for gardeners, May House & Garden presents an outstanding group of articles treating Delphiniums and their Breeders, Rugosa Roses, and shrubs for the shade.

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Above is a scene from last year's event, showing the majestic Great Pyrenees, in the ring, receiving their share of attention

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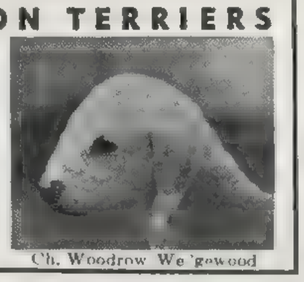

Ch. Woodrow Wedgewood

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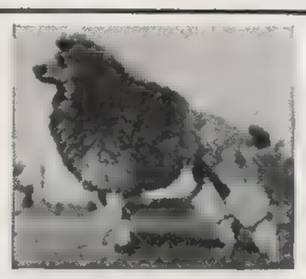

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WILSONA KENNELS
Ben H. Wilson, owner Rushville, Ind.

THE DOG MODE

Ch. My Own Brucie receives 1939 Best in Show award from Mrs. M. Hartley Dodge, sponsor of the Morris and Essex Kennel Club Show

(Continued from page 27) Once more, the Show will be spread out over the polo-field at Giralda Farms; once again that pleasant picnic-day atmosphere will prevail. It takes organization to preserve an unfrenzied air about a show which attracts some twenty thousand spectators, and in which the incredible number of four thousand dogs are judged in one day. But Mrs. Dodge and Mr. A. McClure Halley, who supervises every detail of the Show and their assistants have done it before, and this year they will have more dogs than ever, more spectators than ever, and they will undoubtedly do it again.

Anticipating a new record this year, accommodations are being increased. Arrangements are being made to enlarge the parking area; and the direction-signs in the purple and orange colours of the Club are being placed in increased numbers along the highway. This year's improvements will also include additional area and the construction of a new arena, seating about five thousand spectators. This arena has been built so that the variety groups can be judged there without changing the layout of the rings in the centre, which will be in operation all day.

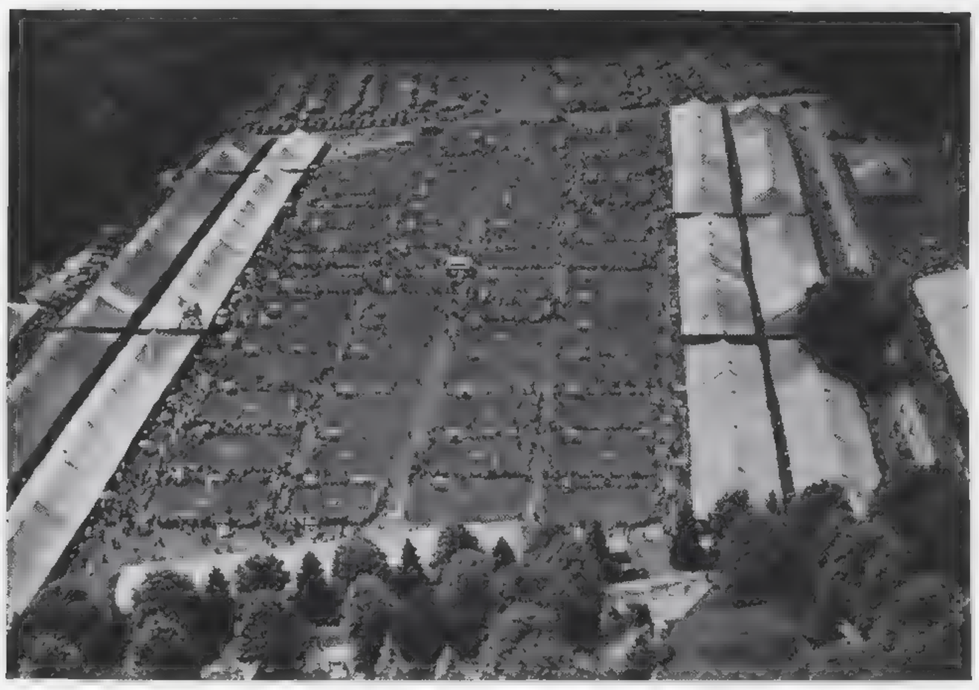
All of the exhibitors—and there were enough of them last year to make up an index of sixty-six pages in the catalogue—will be the guests of Mrs. Dodge at luncheon in the huge tent set aside for this purpose. There will be free trucking service from the Delaware, Lackawanna, and Western Railroad station in Madison for the dogs, and free transportation for their owners.

Special guards will be stationed at the grounds to route each exhibitor's car along the particular road leading to the parking area nearest the tent in which his breed is benched. These tents, in turn, are laid out along the sides of the polo-field; one of each variety group of breeds, with the rings for each group adjacent. At the end of each benching tent, there is extra room for judging in case of bad weather.

EXPERT JUDGES

In accordance with the policy of the Club, the judges have been chosen from other parts of the country. This gives fanciers an opportunity to exhibit under persons who have not judged in this section too often. Mr. George Thomas, of South Hamilton, Massachusetts, is Best-in-Show Judge; and supporting him are: Vinton P. Breese, of Caldwell, New Jersey, for the Sporting Group; Louis J. Murr, of Spring Valley, New York, for the Hounds; Walter H. Reeves, of Belleville, Ontario, Canada,

OF VOGUE



An air view of Morris and Essex, the largest dog show in the world, held each year at Madison, New Jersey, on the last Saturday in May

for the Working Group; Enno Meyer, of Milford, Ohio, the Terriers; Mrs. Meyer, the Toys; and Matt R. Korshin, of Media, Pennsylvania, the Non-Sporting Breeds.

As to prizes, there is more than $20,000 in prize money, with cash awards of $10, $3, and $2 being offered in all classes without restriction of any kind. In addition, there is offered a large collection of silver trophies. Famous among the silver pieces are the M. Hartley Dodge, junior, Memorial trophies, which are not only valuable in themselves, but represent important wins. To gain these, dogs need not compete in regular breed classes, but must be entered in the special American-bred Class for their breed. Thus entered, they are, of course, eligible for consideration for Best of Breed. Four sterling silver trophies are offered for each of the six variety groups, and a similar trophy for Best in Show.

Go to the Morris and Essex Show, Saturday, May 25. The Dodge estate (Giralda Farms) is located only thirty miles from New York City on well-travelled highways, fifteen miles from Newark, and three miles from Morristown, New Jersey. Roads from nearby towns are marked so that no one need lose time in making inquiries or getting lost, and there are good overnight accommodations in Morristown, Summit, and Newark, New Jersey.

INFORMAL IN SPIRIT

The show is an exciting eight-hour spectacle. For dog show "regulars" and exhibitors, of course, it is perennially interesting—since it is an important show to them in all respects. But it has its appeal for the casual spectator, too—remember those twenty thousand last year—because of its easy air of informality. This informal spirit is in great part fostered by the custom of allowing the dogs to walk around the grounds with their owners, instead of confining them to their tents.

Another advantage of the Morris and Essex Show is that its location makes it so easily accessible to the Fair Grounds. This year, as in 1939, many out-of-towners will find it convenient to plan a tour that will include both the Fair and the dog show.

Thirty-two clubs are participating in this year's show—thirty national clubs, and two local New York clubs—the Dobermann Pinschers and the Boston Terriers. Many of these clubs have added from their own treasuries to the purses put up by the club, and have had a voice in the selection of the judges for the show.

NORTH WESTCHESTER KENNEL CLUB

The Perfect Summer Show

$20,000. available in cash prizes

$5. for Best of Breed; $3. for Best of Opposite Sex in every breed, regardless of competition. Sterling Silver Trophy for Best of Breed in Every Breed.

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Quickly Frees Dogs of Worms!

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Throughout the past few years we have received innumerable questions from our readers, asking for further details about the hotels listed on these pages. Questions such as these:

". . . I've been on the lookout for a hotel within convenient motoring distance of my home, for week-ends, and I think I've found what I'm looking for. It's listed in your column. Now I want to know—does this hotel have fishing?". . .

". . . I've got my eye on a hotel listed in your Travelog. But, to get down to brass tacks, is there dancing every evening? I like the Gay Life . . ."

In order to answer these questions we are announcing a very-much-expanded hotel information service. We'll give you full details on the hotels we have listed—when their seasons begin and end, if they can give you riding, boating, fishing; whether you must dress for dinner. And we'll see that the hotels you have your eye on get in touch with you, too. Write to The Condé Nast Travelogs, 420 Lexington Ave., N. Y.

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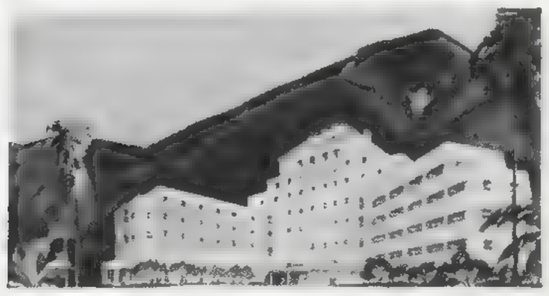

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Evergreen

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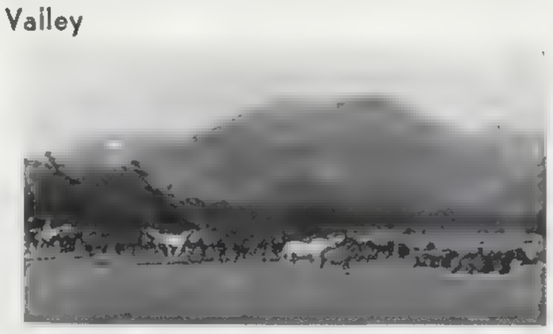

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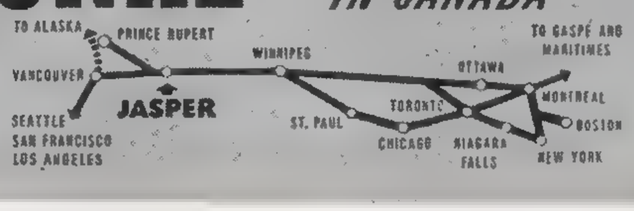

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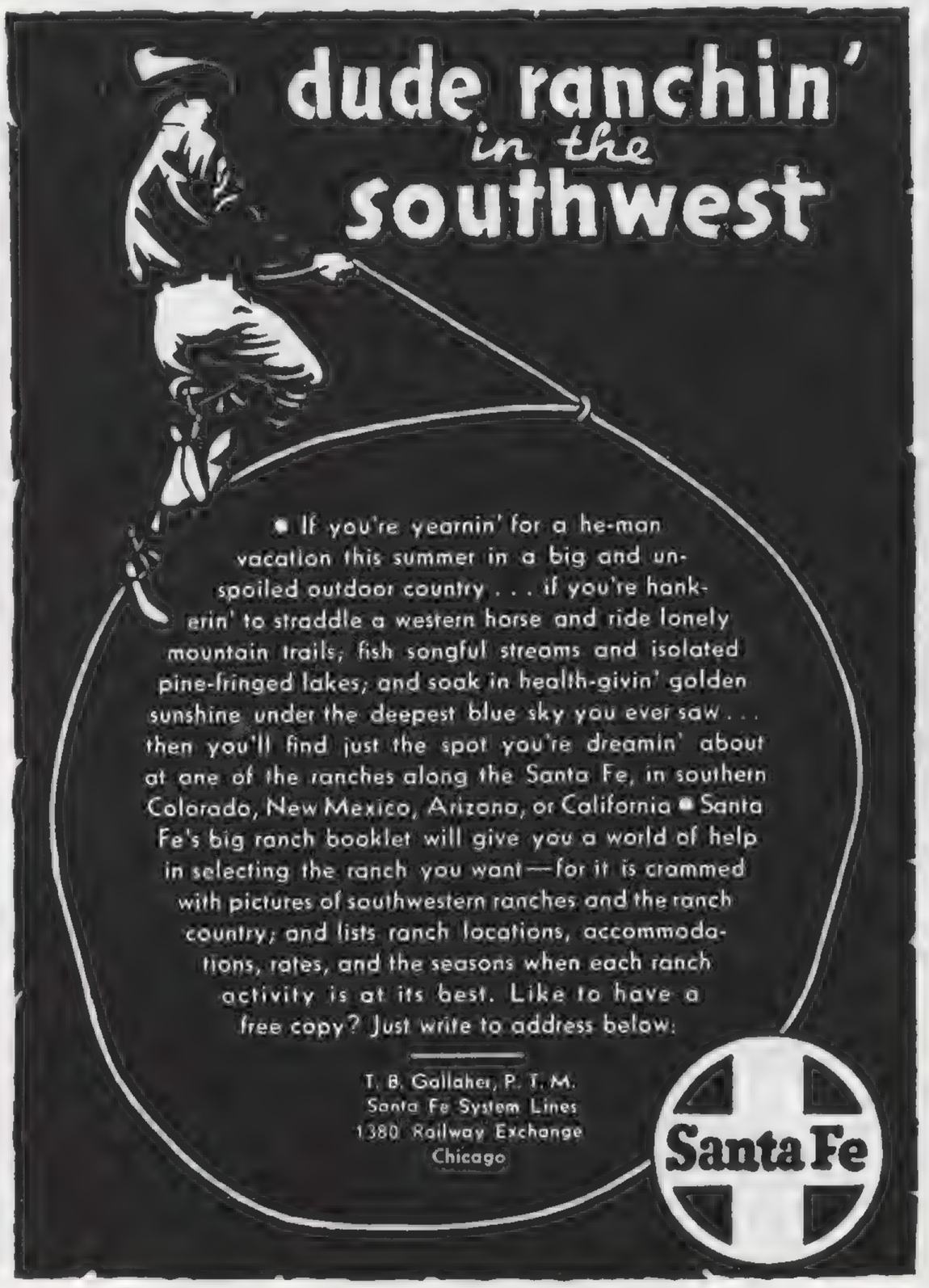

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You can simplify your shopping and learn more about many products advertised in Vogue by writing to the addresses listed below for these booklets. They're all free unless otherwise indicated.

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YOUR LOVELY SKIN is Dorothy Gray's valuable booklet that outlines the correct treatments for every type and condition of skin. DOROTHY GRAY, DEPT. V, 683 FIFTH AVENUE, NEW YORK CITY.

EARLY AMERICAN TOILETRIES by Shulton are scented with "Old Spice" and attractively packaged in wood veneer boxes. SHULTON, INC., DEPT. V, 630 FIFTH AVENUE, NEW YORK, NEW YORK.

WINGS TO BEAUTY describes Jacqueline Cochran's cosmetics. Home treatments and a make-up chart are also included. JACQUELINE COCHRAN, DEPARTMENT V, ROSELLE, NEW JERSEY.

BEAUTY SECRETS FROM BOND STREET is Yardley's booklet that gives special notes on caring for your skin, as well as descriptions of the refreshing preparations from this famous British line. YARDLEY, DEPT. V, 620 FIFTH AVENUE, NEW YORK, NEW YORK.

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YOUR STERLING SERVICE IN EASY STEPS tells you all about the convenient "Place Service" plan devised by the International Silver Company. The beautiful sterling designs made by this company are illustrated. For this interesting new booklet, write the INTERNATIONAL SILVER COMPANY, DEPT. V, WALLINGFORD, CONNECTICUT.

Schools

VOGUE'S SCHOOL DIRECTORY contains a listing of private schools for boys and girls, and vocational schools for men and women. It also gives helpful information about *how* to choose a school. A copy of the Directory may be obtained by writing VOGUE'S SCHOOL BUREAU, DEPT. 5, 420 LEXINGTON AVENUE, NEW YORK, NEW YORK.

Household

GUIDE FOR THE BRIDE is Wamsutta's booklet, rich with information for the bride, or any woman selecting linens. It tells how many sheets and pillow cases are needed for various households, small, large or in-between. WAMSUTTA MILLS, DEPT. V, NEW BEDFORD, MASS.

SCHIERENHIDE. Solid leather, with its rich and lasting qualities, is now being used for lamps, book-ends, ash trays, desk appointments and many other useful and decorative pieces. A new folder shows some of these well-designed household accessories. CHAS. A. SCHIEREN COMPANY, DEPT. VE-4, 30 FERRY STREET, NEW YORK, NEW YORK.

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PEARLS OF GREAT PRICE for Every Purse is the title of a fascinating booklet on Heller Certified Cultured Pearls. For your copy, write L. HELLER & SON, DEPT. V, 8 WEST 30 STREET, NEW YORK, NEW YORK.

Travel

JASPER NATIONAL PARK. A fifty-two-page booklet shows many photographs of this exquisite country—and gives information on accommodations and recreations—golf, fishing, motor and trail trips in the Canadian Rockies, all-expense tours of Jasper National Park. CANADIAN NATIONAL RAILWAYS, DEPT. V, 673 FIFTH AVENUE, NEW YORK, NEW YORK.

SARATOGA SPA is an informative booklet about the therapies of this beautiful health resort. An analysis of the healing waters, prices for the various treatments, and a list of hotels and boarding houses are given. SARATOGA SPA, DEPT. 602, SARATOGA SPRINGS, NEW YORK.

CANADA CALLS YOU is a comprehensive magazine-size booklet telling you many interesting things about travel in Canada—the interesting provinces, the beautiful parks, the world-renowned fishing spots. CANADIAN TRAVEL BUREAU, DEPT. AT140, OTTAWA, CANADA.

ATLANTIC CITY—a new brochure tells you all about the diversions at Atlantic City—varied activities to meet the tastes of all visitors. ROOM 506, CONVENTION HALL, ATLANTIC CITY, NEW JERSEY.

SUMMER TRAVEL IN QUÉBEC is a new booklet filled with charming photographs and packed with information on the province of Québec—historic, romantic, picturesque. Many facts of general interest are included. PROVINCE OF QUÉBEC TOURIST BUREAU, DEPT. V, PARLIAMENT BUILDINGS, QUÉBEC, CANADA.

BRITISH COLUMBIA—a wealth of information is included in a series of booklets on this interesting Canadian province. One covers the picturesque highways, another hunting and fishing, another, Vancouver Island. For this fascinating literature, write the BRITISH COLUMBIA GOVERNMENT TRAVEL BUREAU, DEPARTMENT OF TRADE AND INDUSTRY, VICTORIA, B. C., CANADA.

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Vogue's ADDRESS BOOK

THE DIRECTORY OF SHOPS & SERVICES

You keep a job and a home going, and just when you are going to find time to buy a wedding present for your cousin Nellie, you don't know.... And *you* have a grey suit, and you would love a grey bag to go with it; but there are greys *and* greys, and trotting all over town trying to find a match isn't your Most Favourite Thing.... *You* have definite opinions about What You Like, but when it comes to getting value for your money—that's not your strong suit.... *You're* from Seattle, and you don't feel too confident about shopping in New York.

What you need is a proxy to take over—someone from a shopping commission. And you don't have to shop around for one, either—Vogue's Address Book has a little list.

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Vogue's PHOTOGRAPHIC CONTEST

FOR COLLEGE SENIORS MEN AND WOMEN

Below you will find the fourth (and final) set of problems in Vogue's Photographic Contest. Entries must be mailed not later than May 20th.

PROBLEM NO. 7

Take a close-up photograph (head, shoulders and hands) expressing some intense emotion: fear, joy, sorrow, pain, mirth.

This photograph will be judged on the photographer's ability to direct his models and to carry out an illustrative idea.

PROBLEM NO. 8

Take a photograph embodying your idea of what kind of photographs you would like to see in Vogue. Imagine that you are commissioned to do a full page photograph. It need not be a fashion photograph. It can be a portrait, a sports, dance or theatrical picture, an outdoor or travel scene—anything which you feel would make a good page and would be of interest to the readers of Vogue.

★

For both of these problems, send an 8 x 10 inch enlargement on semi-mat paper, double weight, unmounted, without white border (cropped right to the picture). Prints must have brilliancy and sharpness. They must be finished in blue-black tones. Do not submit prints on cream or buff paper.

★

The winners of Vogue's Photographic Contest will be announced on or about June 15, 1940, and will join Vogue's New York studio for a period of at least six months. Upon satisfactory completion of the period of apprenticeship, winners will be eligible for a permanent position with Vogue. In addition to the two career awards—one for men, one for women—cash prizes and honourable mentions will be awarded for the best photographs on each problem.

YEAR AFTER YEAR you tell mother in your own sweet way of your love on Mother's Day. So this year instead of flowers, wouldn't it be practical to send her a box of Admiration Hosiery? She will adore their sheerness, their fashion-spring loveliness, their unmistakable breeding.

Admiration Hosiery is sold in over 10,000 good American stores and is priced in a popular range to please your sense of value. Again Admiration sets the pace in Spring of 'Forty fashioning. It not only wears longer, it clings closer, adjusts itself to your leg and ankle more perfectly and is more alluring. Be sure of the Admiration Mystery Twist Weave. Look for the question mark.

Cooper, Wells & Co.

ST. JOSEPH, MICHIGAN

Makers of Fine Hosiery Since 1878

"FOR THE WOMAN WHO CARES"

LINGERIE
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Maison de Linge
NEW YORK
SPECIALISTS IN TROUSSEAUX

Nightgown of filmy chiffon. Val lace trimmed. Sizes 32 to 38. Colors: Cameo Blue, Tea Rose or White. Price, $12.95.
Send for Trousseau Booklet.
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(Between 68th and 69th Streets)
(Also at Greenwich, Connecticut)

POMPADOUR DRESSING TABLE SET

of French Porcelain, hand painted with gold rose-bouquets on peach, turquoise; or colored rose-bouquets on white.

Perfume bottle, atomizer and powder jar.....$35.00 the set

Alfred Orlik Inc.
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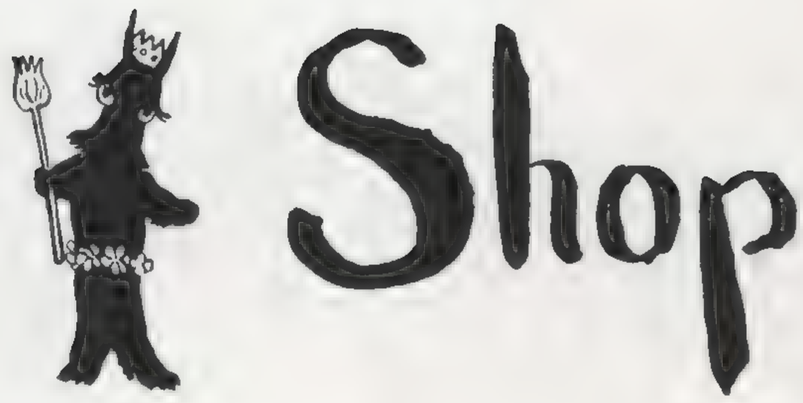
AT 47TH ST., NEW YORK

HUARACHES
THE SANDALS THAT MADE MEXICO FAMOUS
Will Feel Famously Soft and Cool on Your Feet
NOW ONLY $2.95
Immediate Delivery
No two pairs of imported STEERHIDE Huaraches are ever woven with the same pattern and design. Domestic production has never been able to imitate this. It's a tribute to the Indian Sandal-Maker and the good taste of the wearer.
Handtooled in natural beige leather (also in white, plain weave)
All sizes for men and women
Send foot outline, mention shoe size.
The OLD MEXICO SHOP
SANTA FÉ—NEW MEXICO



FOR impressing hostesses with the fact that you are the perfect week-end guest, Schrafft's have a fine little brown willow basket replete with all the good things (excluding liquor) that come with the cocktail hour. Cocktail cherries, olives, onions, nuts, crackers—even a jar of Romanoff caviar, among other things, and all for $6.... And in the candy world, they now have some brand-new boxes transparent as air, since they're made of acetate. They're round or oval, with temptation staring out from all sides, at $1.25 a pound. All Schrafft's stores.

Be sleek and pretty at the same time in town this summer. J. J. Jonas will cooperate, by providing this outfit to help you look the part. The silk dress has a black ground flowered with tiny white blossoms, trimmed at the neck and the short sleeves with a small ruffle of these flowers, cut out and sewed together in profusion. The full-length black faille coat has a wonderful line, with tight-fitted waist, full skirt, and a full and useful life ahead of it. $75 at 12 East Fifty-Sixth Street.

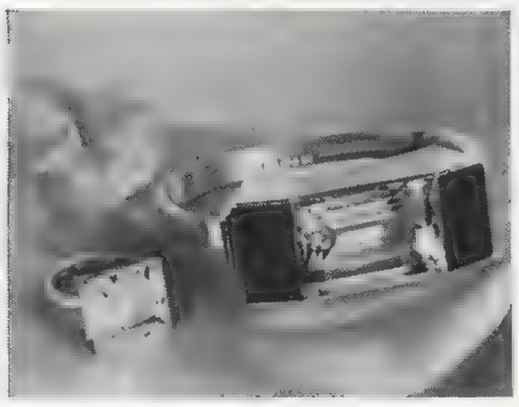
With the spring, Victor Vito, the coiffure man, has blossomed out, and enlarged his headquarters at 730 Fifth Avenue (on the Arcade). The new interior is all done in a comfortable and soothing manner. Mr. Vito, to our delight, believes in armchairs to help you through the ordeal of having your hair dried. Another Vito-ism, which we second, is the businesslike and un-mystical way with which he approaches the business of hair-dressing. His formula entails simply doing a good job. The Pick-Up Treatment here is a delight to business—or just plain busy—women. This service entitles you to a hair-comb, stray wisps are transformed into curls, old nail polish is replaced by new, and self-respect rears its head once more. No matter how woefully you may slink in for this treatment, your spirit will feel positively winged by contrast afterwards. All this happens on payment of $1.

The Vanity Boot Shop, at 698 Fifth Avenue, has made these high and graceful wedge-sole sandals, to wear with your pyjamas. The heel itself is made of red, white, and royal-blue calfskin, and the open-toed front is of this same leather, woven in strips as though it were straw. These shoes may also be had in solid tones, if a tricolour effect is not your dish. Having a shameless and unquenchable love for red leather, we would recommend them that way, but that's only the personal preference of this hound. Whichever way you want them, the price remains the same; that is, $16.75.

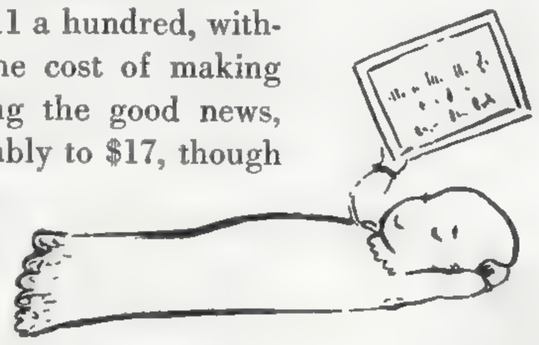
VOGUE STUDIOS

Hound Queen of the May

If you have long been an admirer of Orrefors Swedish glassware, as we have, you have an interesting time ahead of you when you visit the new Orrefors Galleries, where there is a collection of jewellery, as well. Many of the pieces are of crystal, all of them distinguished-looking. In the photograph are: left, an intricately-cut ring of white beryl in gold; and right, a bracelet of a giant crystal flanked with onyx, set in silver. The prices are $260 and $215, respectively. The address, 5 East Fifty-Seventh Street, is one you'll want to write down and remember, if you like beautiful things.



The Crane Paper Company is now turning its inventive mind to the subject of babies. Intent on ushering them into society with style and charm, they have made some of the most beguiling baby-arrival cards imaginable. They're of slightly larger than usual size, which is all right with Shop-Hound. The main feature of them, though, is that they come in either pink or blue, bordered with white. If you are saying, "Why didn't some one think of that before?", rest assured that we are thinking right along with you. You may order them at Black, Starr and Frost-Gorham, for $11 a hundred, without any lettering on them. The cost of making the copperplate, and engraving the good news, will bring the total price probably to $17, though it may be slightly more or less, according to the number of letters used. We call this introducing baby in style.



This hat of natural-coloured toyo is rather on the rakish side, and has a definitely two-faced aspect. One side of it is a profile hat—the other sits down over your right eye. Whichever way you look at it, it's a good hat. The band and bow are of navy-blue crocheted straw. $25 is the price, at Janet Rose, 665 Fifth Avenue.... We like the compacts and costume jewellery here, too—particularly one crazy compact with moving stop-and-go signals, for flirtatious reasons, we surmise. And a whole group of admirable necklaces—especially nice ones of the collar variety. You wouldn't usually think of buying gifts in a hat shop, but the small accessories here would make charming ones.

"Baby hair," wispy and vague, is delightful on babies, but if you, a grown-up, have this unmanageable variety, it might well cause you despair. Mars of the St. Regis, knows this, and not only makes a specialty of permanent-waving fine hair, but has prepared a home-treatment set to use *before* the wave. The preparation makes the wave "take," and last. Mars Formula 55 is the name of it. $3 is the price for three jars of the stuff. Each little jar contains enough of it for one treatment.

ANTOINE SOOTHES YOUR DRY SKIN

with two exceptional preparations. 684 Night Cream helps keep your skin soft and pliable. 64 Special Oil helps guard against surface wrinkles and dryness. Write for booklet.

684 Cream $2, $3.50, $5.
64 Oil $3.50, $5.

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Exclusively
SHOECRAFT
714 FIFTH AVENUE • NEW YORK
Specialists in fitting AAAAA to C
8½ 9 9½ 10 10½ 11 11½ 12 add $1
Mail orders filled • Booklet • Charges

12.75

Exposition . . .
AAAAA in the public eye!
Exposition purposely displays Shoecraft showmanship in oxfords. Instantly it creates a favorable impression on the long narrow foot. Such a perfect fit, the mere mention of your size, is enough to order it sight unseen in black patent, blue calf or white buck. Also with high heel...12.75

For adornment in meticulous taste and precious bibelots for your collection, turn to Yamanaka, where quality is a devotion.

Evening purse in simulated pearls with carved coral or jade plaque, $3.50—Potted Narcissus plant carved and tinted realistically from ivory, $35.00—Penguin in genuine rock crystal, $10.00—Lustrous roseate cultured double pearl earrings, white gold mountings, pair $25.00.

YAMANAKA
680 Fifth Ave., New York

Mrs. Pleasants Pennington presents SHIRTWAIST in a crisp Celanese rayon crepe. Order sizes 10 to 20 in beige, pink, maize, aqua or light blue. 7.95

Chez Rosette
10 EAST 56TH STREET, NEW YORK

Natchez Nostalgics

They are Sloane's new Summer furniture...graceful, redolent of Natchez' honeyed charm. Photographed during the 1940 Pilgrimage of the Pilgrimage Garden Club, Natchez...the collection of forty-five styles is now exclusively at Sloane in New York.

W&J SLOANE
Fifth Ave. at 47th · New York
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BEVERLY HILLS

HORTON JEWELS ARE WITHIN YOUR PRICE RANGE

ENGAGEMENT RING—solid platinum set with fine white center diamond and 5 matched diamonds on each shank $225

WEDDING BAND completely encircled with matched round diamonds and channel set in platinum $69

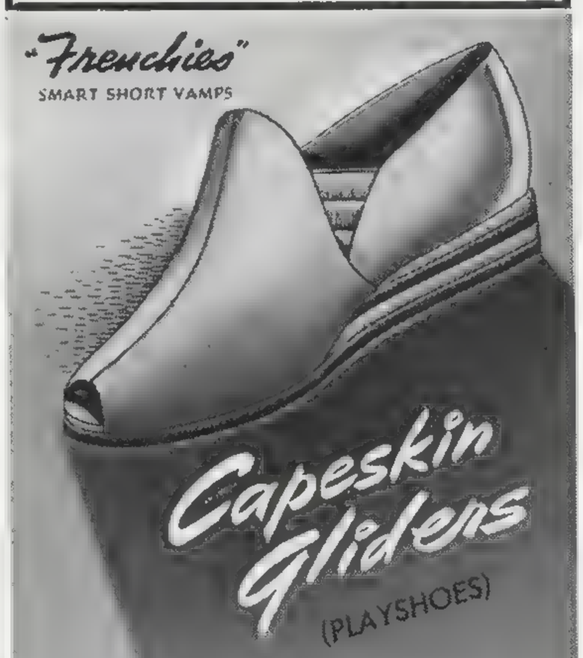
OTHER SOLITAIRES AND WEDDING BANDS in gold and platinum $14 to $2500

Visit our showrooms or write for our free 40-page handsomely illustrated catalogue filled with similar savings. Address Dept. V-5

Jewels by Horton

Horton Fifth Avenue Jewelers
545 FIFTH AVE., NEW YORK, N. Y.

"Frenchies"
SMART SHORT VAMPS



Capeskin Gliders (PLAYSHOES)

In the following colors:- Royal and wine, royal and red, powder blue and royal, white and red, white and royal, wine and royal, red and yellow, red and royal, cream and brown 3.98

WRITE FOR FRENCHIES BOOKLET.

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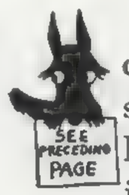
166 TREMONT STREET, BOSTON MASS.,
College shops at Wellesley, Northampton and Poughkeepsie

Joie de vivre . . . SUNSHINE
ENSEMBLE FOR GAY, BRIGHT DAYS

MARCELLE JULIEN INC.
22 EAST 55TH STREET, NEW YORK

"MAYFAIR"
by
bernice charles
chapeaux
711 FIFTH AVENUE, NEW YORK

Shop



White braid bands come down over the shoulders of this bolero-length jacket, to give it a crisp air. Jacket and skirt are of navy-blue crêpe—the skirt fastening to a white crêpe bodice; very simple, with a collarless, rounded neck-line. You'll find it at B. Weinstein, at 485 Madison Avenue, and also find it very flattering, we trust. $69.75 is the price that you will pay.

Edward Woodward, of 509 Madison Avenue, is making beautiful desk blotter-pads from the leather bindings of old books. Over the blotter fold the leather covers, of morocco or calf-skin, tooled in gold. These are lined with imported marbleized end-papers. You may order them in any of the old-book colours—red, blue, green, or natural calf. Needless to say, they are perfect for library desks. Or almost any other, for that matter. In a lady's-desk size, the price is $12; or $15 for a larger one to fit a man's desk.

Mr. Woodward also sells little blotters (the size of an average cheque-book) backed with the same beautiful marbleized papers that he uses on the desk-sized, leather-covered ones, at 35 cents a dozen. If you have any particularly beautiful old book-backs, Mr. Woodward will estimate the cost of having them made into desk blotters, if you will let him see them.

This hat is sweet as the honey from the bee. It's set on your head in that new way-back and straight-up fashion, with a softly draped band under the chin. The hat is of soft blue jersey, the flowers are pink, and May *is* a lovely month, isn't it? Pile up your pompadour, and pay Madame Pauline $24.50, please. Address, 6 East Fifty-Third Street.

Shop-Hound is here exhibiting her interest in sports-backs. Edith Lances, the corsetière at 17 West Fifty-Seventh Street, is showing a like interest in that feature this season, and has designed a brassière of the same name. The clever thing has all of the regular Lances features: flat, "No-Cut" shoulder-straps, uplifting qualities, et cetera, plus. It boasts of two bias-cut panels in the back, made of imported elastic net. This strong, fine stuff gives in any necessary direction, as the strokes of tennis, golf, or any other exercise demand. The body of the brassière can be made in one of a number of fabrics, but the light-weight broadcloth seems the most practical to us. In this material, it costs $6, made to order. Or you can have the same thing made in very sheer French silk crêpe, used double. For this, $10 is the fee.... You can get ravishing evening brassières here—of unusually strong, closely woven double nets. The French net evening brassières here are soft and cool to wear. These cost $5, and up.

Hound

Queen of the May

Postilion hats are here again, we are happy to report. This one is made of stiff white piqué, completely ensnared by a thin mist of green veiling, the colour of young leaves. The high crown sports a pair of tiny piqué bows in the back. If you don't want it to be in piqué, this is all right with Regina-Rudolph, who make it, and make it any way you choose—in linen, cotton, or felt, and all for the nice price of $15, to your measurement. If you would like to have it made of straw or straw cloth, that will make the price $16.50.

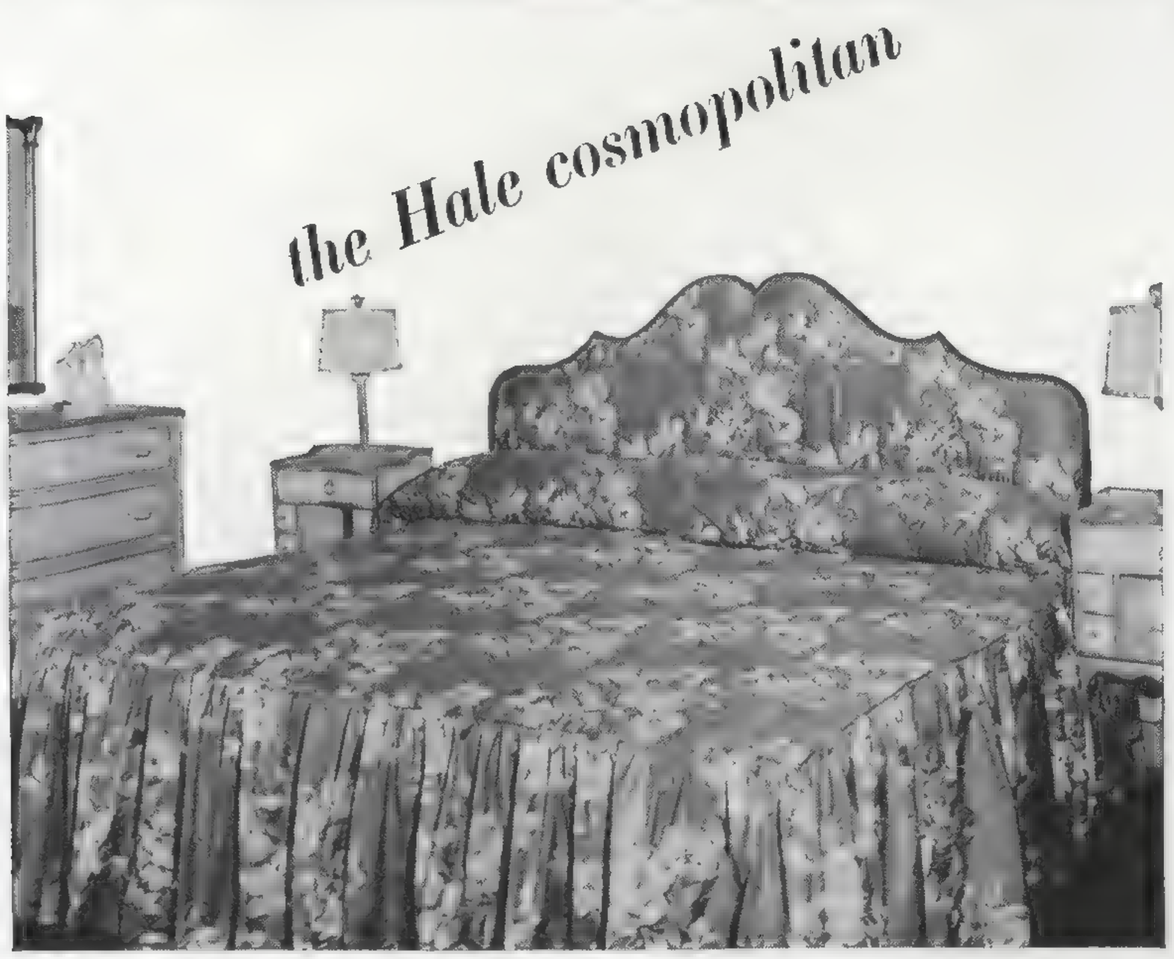
In case you are not one of the initiated in this matter you may like to know that Regina-Rudolph will conjure up almost any kind of hat for these same prices, to order. This news comes to you from 16 East Fifty-Second Street. And do you not agree with us that it is good news?

If you're bound for Bermuda do not return without some "Wild Honey" perfume, if you can help it. This bitter-sweet and airy scent is such a delicacy that you'll treasure it as much as your sun-tan when you get home. It's made in France, exclusively for H. A. & E. Smith of Bermuda. In a simple, handsome bottle, $4.50 for an ounce.

And do you know about Lucet jewellery cleaner? This is one of the simplest scrub-and-sparkle mixtures on the market, and a very gratifying one, if you've ever seen it perform. The wood-veneer covered kit in which it is now packed is completely complete. It contains, besides the liquid, a pair of tweezers (for holding the jewels), a polishing cloth, brush, cup (for dunking valuables), and an atomizer for spraying the precious fluid over same. With all this equipment, you should feel quite professional. And the results of your cleaning spree will look professional, too. Ours were. $2.50 for this gift set, at Merrin Jewelry Co. Inc., 530 Madison Avenue.

VOGUE STUDIOS

Lil Picard is a bright milliner who is always pondering over some new idea. Left thought: a Dutch bonnet of straw interwoven with fabric—your own dress material if you like. She makes this hat to order for $12.50; a skull-cap of the same materials for $8; or a sailor, likewise, for $15. The big, spineless bag, which you fold as you like, costs $7.50; and the double-square scarf, $3. Though the set in the picture is made of silk crêpe, do not let that repress your own thoughts. Bright-coloured linen or cotton, woven in this method, would be delightful. Consult Miss Picard at 677 Madison Avenue and find out.



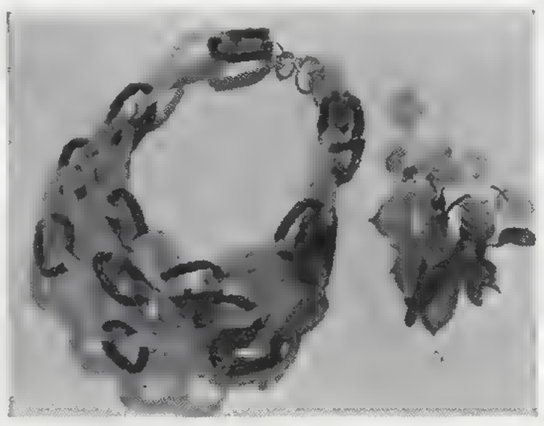
mahogany twin headboard bed with two Beautyrest mattresses
Gleam of hand-rubbed mahogany; charm of outline quilted flowers; the lasting comfort of two new deeper Beautyrest mattresses, matching box springs, that will stand up to the years. A sophisticate adaptable to Louis XVth white and gold, French Provincial, or any room. Six-foot headboard in sunfast, washable Glosheen, two Simmons Beautyrest mattresses, two matching box springs: **$235.**
With Simmons Slumber King mattresses and box springs, $195. Bedspread, 49.50 extra.

SEE Hale's 605 FIFTH AVENUE, NEW YORK (near 49th Street) MODERN NEW SHOP

Shop Hound
Queen of the May

We call this hat the bull's-eye, for reasons best known to the beholder. Bands of fine straw, in seven colours, happily combined to circle the wearer's face. At the back of it are cross-strips of straw or grosgrain in your chosen colour, in lieu of a crown. All yours for $19.50, custom-made. Mr. Talbert, calm in all other matters, is hipped on the fact that hats should be becoming from *all* angles. We agree with his ideas which he expresses very winningly at Talbert's. The address is 585 Madison Avenue.

Metaphysical report: If you love your silver, you must try (if you already haven't) something called Pamilla silver cloth, made by the makers of Gorham silver. This near-magic material is designed to swathe silver, and keep it from tarnishing, and it does. The secret is that the cloth is rife with millions of tiny silver particles which act as decoy for the tarnishing agents in the air; thus the silver escapes them. The fabric lasts. By the yard, it's $2.50 or less, according to the amount ordered, and there are any number of bags, chests, and cases, to be ordered from the Gorham Company, 17 Maiden Lane.



The three-strand necklace in this picture has all the appeal and pretty appearance of old-fashioned rock-candy, in candy-like colours. It's made of a new substance called Silson-ice, light to wear and not too heavy on the pocketbook, either. You'll find it, among other good things, at Chez Rosette, 10 East Fifty-Sixth Street... also from this shop is the glass flower and flower-holder—the flower pink, the leaf pale green. You can remove the flower and wear a fresh one in the holder if you like. Only $1 complete. The necklace costs $5.

The moccasin-type shoe is becoming a classic. Here it is in navy-blue linen, threaded and tied with thongs of bright red calfskin. They're the comfortable sort of favourites that last on and on, in body, and in your affections. Nancy Haggerty makes these (in other colours, as well) for $15.85, at 8 East Fifty-Third Street. And she will make up draw-string beach bags or carry-alls, like men's collar-bags, in any fabric which you choose, of your own fabric if you want one that way. A navy-blue linen one with red leather ties would not be a bad idea to go with your shoes. The prices of these bags will be from around $6 to $14.50, according to the kind of fabric that you choose for them.

VOGUE STUDIOS

THE GOURMET'S GUIDE

SELECTED RESTAURANTS IN AND OUT OF TOWN

NEW YORK CITY

Restaurants—dining

CHAMPS-ELYSEES
25 East 40th St.
Le Restaurant Par Excellence. Cuisine Française. Peerless Hors D'Oeuvres and Chicken Champs-Elysées.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning Murray Hill 4-8833

THE MARGUERY—RESTAURANT FRANÇAIS 270 Park Ave.—WI. 2-8494. Famous for the real Filet of Sole Marguery and hot hors d'œuvres. Parisian Specialties every day. Lunch—Dinner—Cocktail Hour.

JANE DAVIES'
145 West 55th St.
Luncheon 55c, 65c, 75c — Vintage Wines — Dinner $1 and $1.25

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner $1.10 & $1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

CRILLON, 116 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Luncheon $1—Dinner from $1.50 in the Main Dining Room. Dollar London-Buffet-Dinner before theatre in the Bar.

THE BLUE BOWL AT 157 EAST 48th ST. specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to $1.25.

KENTUCKY SERVES A MEAL
Featuring Kentucky Mint Juleps.
Luncheon from 75c—Dinner from $1.00 to $1.50
Elizabeth D. Reynolds, Inc., 15 East 48th St.

CAVIAR RESTAURANT—18 East 49th Street. "Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. WIckersham 2-2224.

JANET OF FRANCE, 237 W. 52 St., W. of B'way. Famous for "onion soup", Chateaubriand Steak. Dinner $1 up; lunch 65c. Janet entertains. Visit our bar. Closed Sundays. COlumbus 5-8717.

CAFE TROUVILLE
112 East 52nd St.
Open for luncheon, cocktail hour and dinner.
Entertainment during supper.

WHITE TURKEY TOWN HOUSE. Superb food in a charming, early American atmosphere. Luncheons from 95c. Cocktails. Dinners from $1.50. Sundays: Brunch $1.00, Dinner from $1.75. One University Place, on historic Washington Square, N. Y. C.

4 W. 49th SUSAN PALMER 11 A.M. to 11 P.M. No better food any place at any price. Specialties every day by popular demand. Luncheon from 65c—Dinner from $1.00. Try the famous oyster bar.

PATRICIA MURPHY'S Candlelight Restaurants.
The Barclay—33 E. 60th St., Manhattan
The Candlelight—114 Henry St., Brooklyn
Sophisticated American Foods

THEODORE'S RESTAURANT, 4 East 56th Street. PLaza 3-6426. One of New York's outstanding restaurants. Luncheon $1.25. Cocktails, Dinner $2. Closed Sundays. Le Ruban Bleu open 11 P.M. to 4 A.M.

CAFE ST. DENIS—11 East 53rd Street, EL. 5-8032. A real French Restaurant catering to cosmopolitan palates. Air Conditioned. Lunch from 75c. Dinner from $1.25. Also à la carte.

RESTAURANT MAYAN, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails and dinner. Unusual atmosphere. Luncheon entrées from 60c. Dinner Prix Fixe from $1.50, also à la carte.

GRAND CENTRAL TERMINAL RESTAURANT and Oyster Bar, Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from $1.00, also à la carte.

ROCKEFELLER PLAZA RESTAURANT, 32 West 50th. Smart but informal. Plaza Room: Club breakfast 60c. Luncheon from 75c. Dinner from $1.00. Old New York Room: Luncheon from 75c. Dinner from $1.00. Cocktail Lounge: Cocktails from 25c.

24 WEST 55 ST. CAFE & RESTAURANT (Rockefeller Apts.—off 5th Ave.). Smart, restful atmosphere. Excellent cuisine. Luncheon from 60c; large cocktails from 25c; Dinner from $1.00. Also à la carte.

CAFE LOUIS XIV. 15 West 49th, Rockefeller Center. Cuisine Classique, Fine Wines, American Bar. Prix Fixe Luncheon $1.50, Pre-Theatre Dinner $2.00. Also à la carte. Wm. Adler and his Violin.

DIVAN PARISIEN
17 East 45th St.
Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning MUrray Hill 2-9223

Night Club

LEON & EDDIE'S, 33 W. 52 St. World Famous café-restaurant offers America's most amazing values in food and entertainment. "Sly" and subtle Eddie Davis heads the show. Continuous Dancing. Should be on your "must" list.

Lounge Bar

WHALER BAR—Madison Ave. at 38th St., N. Y. Board the whaler "Wanderer" as she gets under way with a full cargo and all hands on deck. Pull up to the captain's table and have your tot of pilot's grog. Special shoppers' luncheon from 55c.

SCHRAFFT'S. Smart, intimate lounges. Georgian Room, 625 Madison Ave., at 58th—Columbus Room, 222 W. 57th St., near B'way. Luncheon, cocktail hour, dinner, supper. Superb cocktails from 25c.

Restaurants—dancing

LE COQ ROUGE—65 E. 56th St. Famous cuisine. Luncheon, Dinner and after theatre. Dancing—Entertainment. George Sterney's Orchestra and Tisdale's Trio. Reservations. PLaza 3-8887.

LARUE—45 East 58th Street, VOl. 5-6374. New York's smart rendezvous. Cocktails, dinner, supper. Eddie Davis' & Joseph Smith's orchestras. Continuous dancing till 4 A.M.

ST. MORITZ-ON-THE-PARK, 50 Central Park South. Dinner and supper dancing in the Café de la Paix, featuring 'Round the World Bar and Sidewalk Café. The home of the famous Rumpelmayer's.

THE WHIRLING TOP—3 E. 52 St. Rendezvous for Connoisseurs of excellent cuisine, wine & liquor. Luncheon 65c-$1; Cocktails from 25c till 6 P.M.; Dinner $1.50-$3.50; Entertainment. EL. 5-8051.

VERSAILLES, 151 E. 50 St., PL. 8-0310. An impressive French cuisine makes Versailles the glamour spot of New York. Cocktail Hour, Dinner & After Theatre. Presenting nightly B'way's Brightest Stars. Charles Reader & Orch., Panchito & his Rhumba.

OUT-OF-TOWN

California

VISIT DINAH'S SHACK
On Highway 101, 3 miles south of Palo Alto—in the shadow of Stanford University. In the Beautiful Santa Clara Valley. Food—California's Plentiful Best.

COCK O' THE WALK—Nothing quite like it. Charming, Unique and "Such Food." Hard to Find. 1556 Broadway, Oakland. In Rosebrook Hotel. Mr. & Mrs. Rosebrook, Proprietors.

New Jersey

HANS CHRISTIAN ANDERSEN, Paramus, 15 min. from Geo. Washington Bridge. Route 4. Luncheon, cocktails, tea, dinner. Dutch Oven Chicken & Cape Cod Pecan Pie. Closed Mondays except holidays.

New York—Long Island

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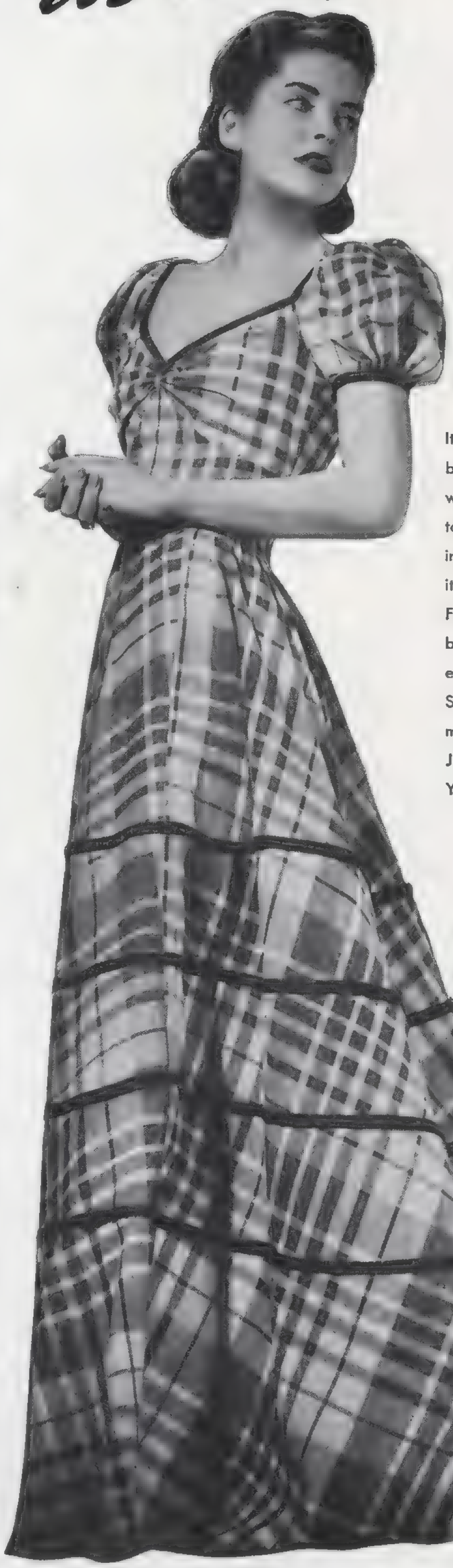

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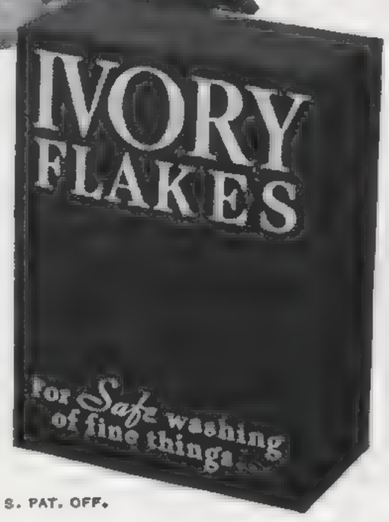

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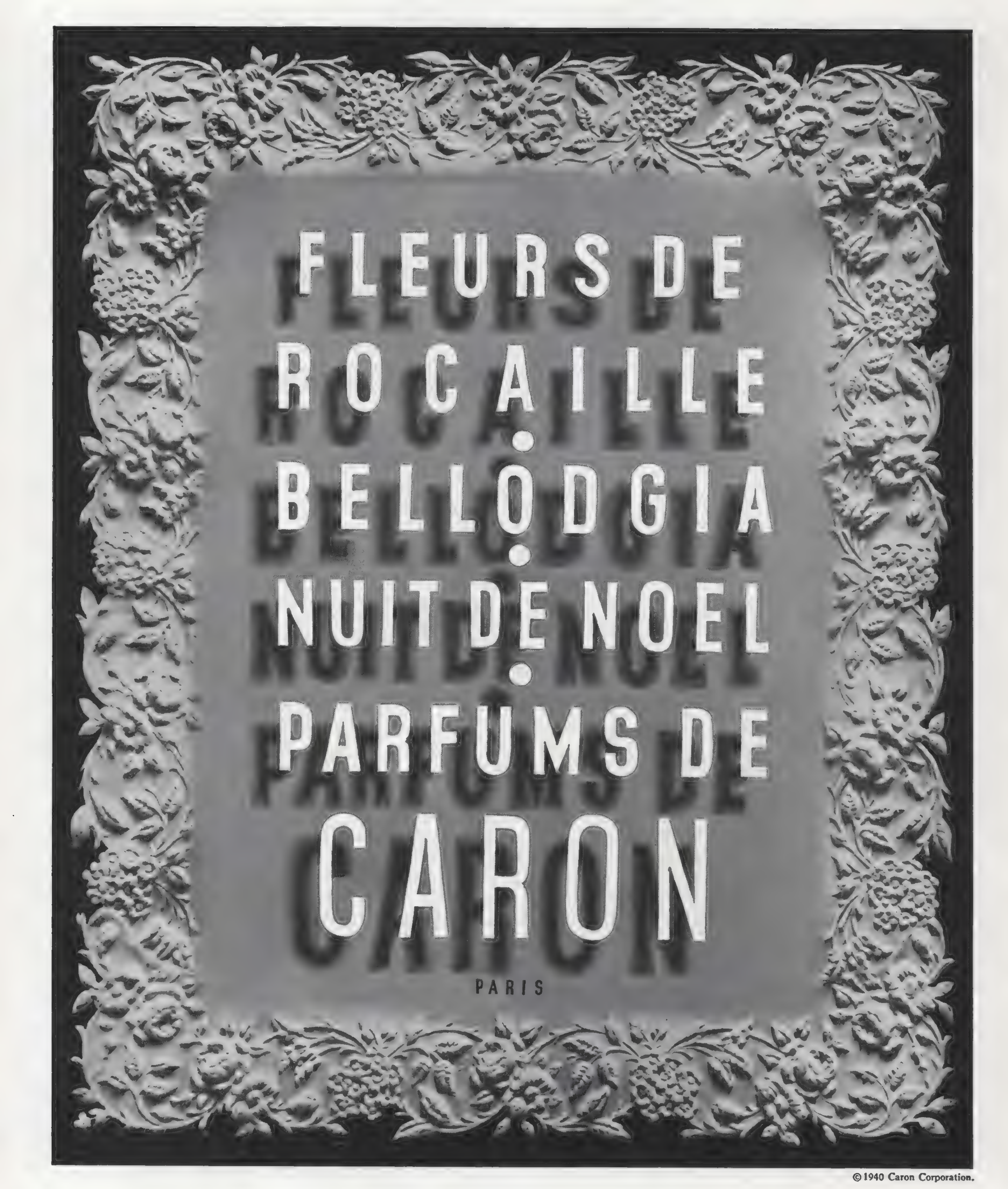
MAY 1, 1940

Shop-hound, Queen of the May, 36–40
Vogue's-eye view of this land of cotton, 45
Degas painted the cotton merchants, 46
Cotton, 47–57
Panchromatic pantoufle, 58
Simple additions, 59
Cotton confederates, 60–61
Backward berets, 62–63
Collaborators by chance, 64–65
Vogue's spot-light, 66
Ethel Merman, 67
Pan-American influence, 68–69
Lynn Fontanne and Alfred Lunt, of Genesee, 70–73
Seven seagoers, 74–75
Ballerinas in the movies, 76–79
Bachelors' buffet suppers, 80–81
This is Hollywood, 82–83
Co-workers for "Le Colis de Trianon," 84–85
Costume exhibit for "Le Colis de Trianon," 86–87
Under twenty—at New Haven, 88–89
Citified silks, 90–91
Sewing cottons, 92–93
"Please, a print," 94
Discoveries in beauty, 96–99
Vogue covers the town, 120–121
School directory, 21–25
The dog mode, 27–29
Vogue's travelog, 30–33
Vogue's address book, 34–35
Gourmet's guide, 41

Germaine Monteil glorifies cotton in this gingham evening gown. Monteil "Red Africa" lipstick. All: Bonwit Teller; Bullock's-Wilshire; Ransohoffs. Olga Tritt jewels



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VOGUE'S-EYE VIEW OF THIS LAND OF COTTON

A half-century ago when William Aiken Walker painted the two primitives below—the Land of Cotton was Dixie. To-day, it's all America. Year by year, the Cotton Belt has expanded. This year, more than any year since the Civil War, cotton is a Force. This very May, a stamp is being struck off for the man, Stephen Foster, who wrote "Oh, I wish I was in de land ob cotton."

Small wonder that we love cotton. We grow it. We understand it. We have the climate to raise it—and wear it. It is part of our history (page 47). Of our folk-songs. Our legend and literature. Our wealth. Our economic structure. Our way of life. Our wardrobes. Our scientists have trained cotton to defy sun, water, and the ogres of wilting, shrinking, wrinkling. Our designers revere it. They treat it in the grand manner (pages 50 to 55). Tailor it like wool (page 56). Make it civic enough for town (page 56). Adapt it to every sports field. Stretch it from shawls to muffs (pages 60-61). American women could, if they liked, dress for summer completely in cotton, any time of day, anywhere.

But one eye of this issue has been on cotton, while the other has been investigating how bachelors serve buffets, how Alfred Lunt and Lynn Fontanne have done their house in Wisconsin, how South America is influencing prints, how theatre-goers have been hypnotized by Grace George and a handsome visiting Englishman, Alan Napier; and how—among other things—the Under-Twenties go off to Yale's Derby Day, hoping to win the race and the Whiffenpoofs.

COURTESY OF BLAND GALLERY

COURTESY OF THE FOGG MUSEUM OF ART

Degas painted the New Orleans cotton merchants

On his only visit to America, in the summer of 1873, Edgar Degas painted two scenes in the New Orleans Cotton Exchange. This one is owned in America; the other is in the Museum at Pau, where he long lived. At the time of the first Impressionist exhibition in Paris in 1874, Degas was one of the least noticed of the six major painters in the group. To-day he ranks with Renoir as the supreme Impressionist master. In this canvas, we see evidences of the warmth of his colour, the sensitivity of his nature, and the great authority of his taste

Cotton

David L. Cohn, author of "The Good Old Days," writes of cotton—powerful as the Mississippi, rolling through the life and history of America

COTTON-GROWING and cotton-growers—old style—are perhaps seen at their best in the Mississippi-Arkansas Delta region. On these richest lands in the world, in this cotton-intoxicated section, cotton culture is still more than a means of earning a living. It is a way of life and a religion.

Point out the economic fallacy of the one-crop system, demonstrate mathematically that it pays to diversify, show that other crops are more profitable, and, when you have done with your arguments, your auditors, white and black, will go home and plant cotton right up to the ditch banks. Even the mules of this region tread tenderly in the presence of cotton, and in 1933, when one-third of the growing crop was plowed up by order of the Federal Government, they had to be severely lashed to make them turn aside from the ordained rows, while their Negro masters rolled their eyes wildly at this evidence of white folks' madness and, shaking their heads sadly, said it was all "agin Gawd."

This Delta region is an area of wide horizons arching over rich acres innocent of hills or rock; of high, white cumulus clouds suspended almost stationary against blue sky and flecked with the black of buzzard's wings far-soaring; of hot suns, sudden rains, and swarming stars; of pullulating yellow moons and immense silences; of dark, snake-teeming swamps, green-scummed creeks, many little rivers, and the unpredictable Mississippi which men fear as they fear God. If nowadays, the lands of the Delta support cash crops other than cotton, and if cattle graze in its fields, it is because Washington ordains it and pays for the acres diverted from cotton.

ALL THIS—government bounties, crop curtailments, surpluses—would have been incredible to the Southerner of the late 1700's. Then, illimitable vistas of agricultural expansion lay before the South. There, for the first time, men could quickly grow rich on the land. The quiet English countryside was already being disturbed by the click-clack of Hargreaves' spinning-jenney as it turned out cheap cotton cloth; Polynesian women were preparing to abandon their beautiful hand-made sarongs for the machine-made cottons of Manchester; plumes of steam waving in the English air were heralding the coming of the industrial revolution; and a somnolent world awakening to the touch of discoverers and colonizers would soon make insatiable demands for cotton clothing.

England possessed the machinery, the money, and the ships to distribute cotton goods everywhere. America had the lands for cotton-growing and Eli Whitney's new device, which would cheaply strip lint from seed. Only one element for boundless expansion in the South was lacking: an abundant supply of cheap labour.

Over the ocean's rim lay Africa with its teeming millions of strong-backed Negroes inured to the tropical sun. Black slavery even in 1792 was no new thing. Long before Eli Whitney had been born, Queen Elizabeth shared in the profits of a slave ship called—of all things—*Jesus of Lübeck*. Now was to come the great era of slaving and the killing, maiming, and enslavement of thirty million Negroes as stinking ships of the Americans, the English, the French, the Dutch, and the Danish brought cargoes of "black ivory" from unhappy Africa to the slave marts of the Americas.

ALEXANDER FALCONBRIDGE, who was a member of a slave ship's company, reported, in 1788, that "the poor wretches are frequently compelled to sing, but when they do so, their songs are generally melancholy lamentations of their exile from their native country." They were plucked from the Gold Coast and the Tooth Coast; from Gorée and Gambia; from Dahomey and Old Calabar.

Year after year the cotton areas of the South expanded. From the northern tier of Southern states to the islands and mainland of Georgia; to the Carolinas; to Tennessee; to the Deep South of Louisiana, Mississippi, and Arkansas; westward to the illimitable plains of Texas and the sun-scorched Indian Territory that was to become Oklahoma. Primeval forests went down before the axe; trees were burned and ringed so that they would die and cast no shade; swamps were drained; levees were constructed against the encroachments of the Mississippi.

As the fertility of the land was exhausted in reckless farming, men moved on to new and ever newer lands. Planters of Virginia, South Carolina, and Kentucky moved to the lower South; unique among pioneers in that they were men of means travelling with their families, their manifold possessions like princely patriarchs of the Old Testament. For the sake of cotton men contracted yellow fever and vomited out their life's blood in storms of dreadful retchings. They alternately froze with chills and burned with fever as malaria seized upon them, and the little clearings that were cemeteries grew apace as they were filled with the bodies of pioneer men, women, and children.

But the planters persisted. Magnificent homes went up on the high bluffs above Natchez; along the Tombigbee, the Red, the Ouachita, and other (Continued on page 122)

HORST

Cotton piqué...

Snow-chiseled piqué hats, shining accents for dark summer clothes...cool unanimity with your white ones.
• Wife-of-Bath coif hat. Its bandeau moors a curving brim. Lilly Daché; Bullock's-Wilshire. Flato clip
• Prithee-Pretty-Maiden piqué sailor with a shallow round crown and grosgrain bows. Bergdorf Goodman
• Classic eight-button white Kislav gloves from Best

your next white hat

• Ruffle-edge sailor, above, at its best tilted far down over the eyes. Behind its butterfly bow, a canister crown. Ruffled piqué gauntlets. Both; Henri Bendel
• Snow breton. (Bretons are bigger, in both senses, than ever.) Reflector-accent for your summer town suits. Rests lightly on the head, sweeps to a great height in back. Jay-Thorpe. Paul Flato necklace and ear-clips

Drama— white organdie,
black lace hooded bodice.
Saks-Salon Moderne

Allure— white eyelet pique,
black jersey slip.
Bergdorf Goodman

White baby-dress batiste — incredibly fine pleats. Bonwit Teller

Cotton Enchantment

Cotton is a Cinderella...transformed to incredible beauty by our fine designers for the summer balls. This enchanted white organdie, for instance, lacy with big eyelets—threaded through its low hip-line-waist-line and pleated ruff with sentimental black velvet ribbons. From Jay-Thorpe

Cotton in the

HORST

Grand Manner

• Left—deep red shot silk taffeta against white organdie—embroidered, ruffled—a wonderful dancing dress with the flavour of other-day elegance about it. Hattie Carnegie
• Above—organdie and sprigged lawn, an old plantation print...paradox in this modern gown. Henri Bendel

COTTON AND OUR COUNTRY

Cotton—the American

With many thanks to cotton, any one can look wonderful in America, in summer. Cotton makes such sense in this country. It fits our temperatures—the long, really scorching summers. It fits our temperaments—our fetish for freshness, changing often; being scrubbed; our secret conviction that anything washed in soap and water seems cleaner than anything in the world. It caters to our passion for variety. It fits any one's pocketbook, be it coin-purse or money-bag. It's at home in the water, on an avenue, under moonlight, in blinding sun. The young look younger in it. Sportswomen swear by it. And it has all the wiles a land-of-cotton belle could ask.

Cotton—the rural

If you live in the country, you can live in cotton. Have a fresh, starched dress every morning, like a child off to school. A chambray shirt-waist dress for golf. (Page 57.) Full-skirted garden dresses, for puttering with your perennial borders. A printed seersucker for the club. (Page 57.) A red corduroy coat, to toss over any cotton you own, from sports to evening. (Page 56.) Cotton shoes, like the gingham one and the canvas one on page 61. A cotton *pantoufle* with a white dress, for important afternoons. (Page 58.) At night, a spick-and-fresh evening dress like the gingham one on the cover.

Cotton—the urban

If you live in town, you might take just cotton touches. One of those big white piqué hats on pages 48 and 49, to wear with a black or blue silk dress. Awning-striped canvas bags and turbans, worn to go with suits. Paper-white cotton gloves, to be worn once and washed. (Page 60.) Or—new in town this year—a cotton gabardine suit, blue with white polka-dots, or beige, or grey. Or a cotton seersucker suit—the new seersuckers have far more backbone than the early seersuckers did—or a gingham one in small, neat checks (page 56), any of which is tailored with the utmost seriousness and respect. In the evening, cotton combined with silk—a white eyelet-embroidered dress over a black jersey slip. (Page 50.) For dining on a roof—a red taffeta bodice over an embroidered organdie skirt. (Page 53. It costs a pretty penny, and, what's more, looks it.) Or the printed organdie coat over a jersey slip, in April 15 Vogue.

Cotton—the young

If you're young, cotton's your natural medium. It can stand the wear you unwittingly give it. It makes crisp young clothes at young prices. A broadcloth play-suit under a striped pinafore. (Page 57.) A bare-waisted cotton bathing-suit. (Page 75.) Easy-going gabardine slacks. (Page 57.) Under twenty dollars is the go-everywhere gabardine suit on page 88. Even cotton lingerie—a flowered voile girdle; a shirting breakfast coat. (Page 104.) And because the young love to get into cotton evening clothes (with variety) night after night, a white organdie dream with languorous, transparent sleeves and a wide skirt (opposite). Or a three-tiered matelassé cotton, tiny-priced, with white circles on black; or a brown-and-white dotted Swiss with an Eugénie neck-line. (Both, page 112.)

Cotton—the practical

Cotton has its down-to-earth side that defers to your peace of mind. Sometimes cotton is Bellmanized—gifted with a permanent, starchless crispness. Sometimes Sanforized—treated so that it maintains its status quo in size, neither shrinking nor stretching. Sometimes Tebelized—made to resist wrinkles. Sometimes given the Zelan process—in which a fabric is water-proofed so that liquids, even your cooling tall drink, will pour off it like water from a duck's back.

Idyll in Organdie

Swinging in a hammock, underneath a moon—Miss Halldis Prince in an enchanting dress of embroidered Swiss organdie. The silhouette is one which the young currently adore—off-shoulder neck-line, transparent peasant sleeves, the long, pliant body-line, the skirt that spins into yards and yards. $40; Kalmour dress at Milgrim; Marshall Field

PHOTOGRAPH BY TONI FRISSELL

Idyll in Organdie

Cotton—

CLOQUÉ ORGANDIE for a young-thing dinner-dress that defies heat, humidity, or salt air. Tiered skirt; velvet bows. $39.95

GINGHAM. An authoritatively tailored suit that's the answer to city-summer heat. Beneath, a white piqué vest. $22.75 for all

CORDUROY, very wide-wale, for an easy coat lined and hung like a top-coat. It can stay in town or head country-wards. $39.95

LAWN, eyelet-embroidered, irrefutably cool, perfect for an early town heat-wave. Snowbank-white piqué touches. $29.95

DOTTED SWISS. A dancing-dress with ruffles like a Cuban rhumba-dancer's. Crisp as paper. $39.95

BLUE DENIM shorts and a jacket for the life of a sailor. Lisle pull-over. Three pieces, $8.95

CLOTHES ON BOTH PAGES: BEST; L. S. AYRES

Twelve Times

We love cotton. We've taken it to our hearts. We've taken it to our wardrobes. Cotton is so obliging. Takes to tubbing. Stands up to any climate. Turns up in so many versions. Here are twelve that fit, neatly, into our way of life.

PERCALE. Divided-skirt bathing-suit of Everfast cotton. Neither sun nor surf can daunt it. $6.95

PIQUÉ. Patch-pocket tennis dress with a professional air—negligible sleeves, a small, full skirt that let you reach and race for hard shots. $10.95

BROADCLOTH. Span-clean white play-suit—for badminton, say—under a pinafore that buttons childishly down the back. $10.95

CHAMBRAY. Crisp shirt-waist dress for mornings in the country, golf, or sporting side-lines. Yours for $6.95

SEERSUCKER. Pretty, young dress for country lunch or afternoon at the club. Of Ameritex cotton. $25

GABARDINE. Knowingly tailored slacks and boxy jacket, open over a patriotic cotton blouse. The total, $19.95

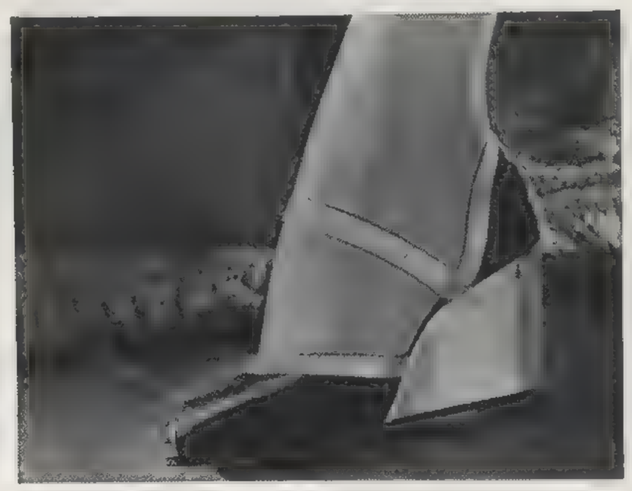
Panchromatic pantoufle

Bright multicoloured boot of crocheted string, lined with kid. Key your costume to a stripe or wear it with all-white. Really enough of a shoe to walk in. Padova shoe and bag designed in Paris by Perugia for Saks-Fifth Avenue. Pierre Roy seascape

Simple additions

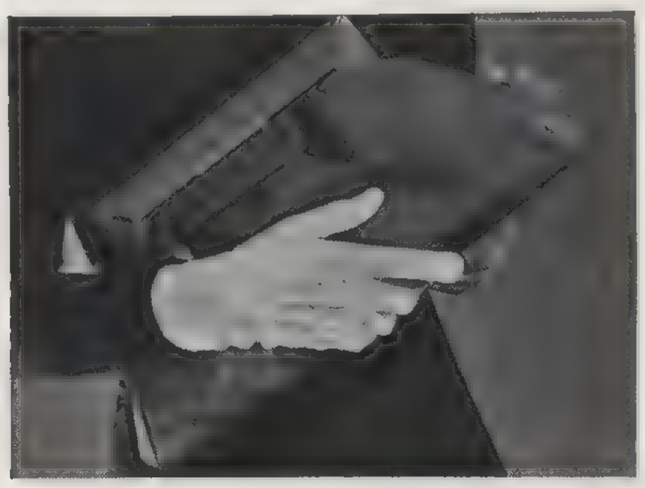
BLUE STRAW HAT, dipping in front and back, with a black grosgrain bow. (Team it with that surah blouse, left.) Lilly Daché

SILK SURAH BLOUSE, in soft blue-and-white, companion for your little dressmaker suit. Designed by Creed. Bonwit Teller



EVENING SLIPPER of black satin and gold kid. Foot-clasping bands of elasticized gold kid. This is a Palter DeLiso shoe from Bonwit Teller

SURAH WITH "LASTEX" SHOE, red-and-blue. Wear it to brighten up your all-white, all-blue, or all-red costumes for dinner-at-home. At I. Miller



ONE-BUTTON GLOVES are back in the news again. These white ones are by Kislav. From Best. Turf-tan bag by Gold Seal; at Lord and Taylor

SHOULDER-STRAP BAG of turf-tan calfskin. Complement for your beige or navy-blue tailored suits. You'll find this at Saks-Fifth Avenue

VOGUE STUDIOS

GRAINED CALF SANDAL on a cushioned sole and heel. Perfect associate for your natural-coloured slacks or play-suit, say. From De Pinna

Cotton confederates

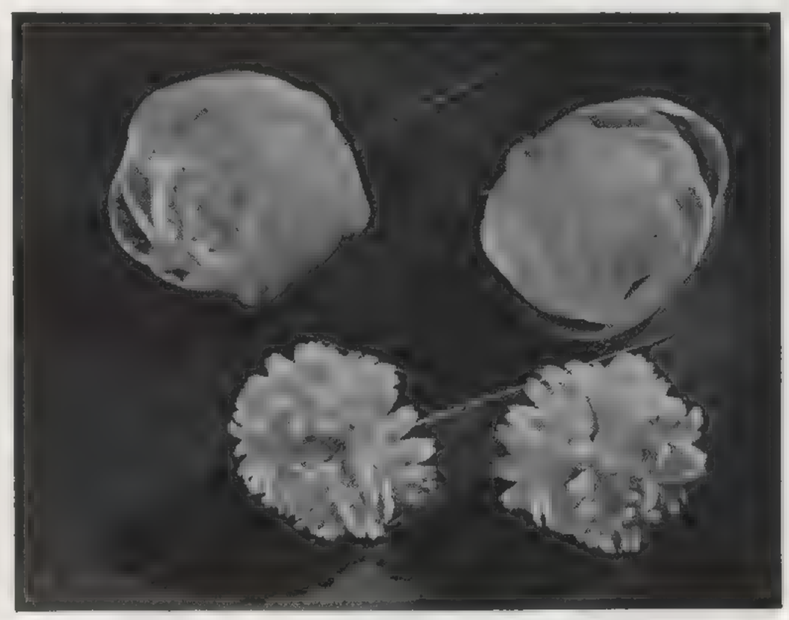
ESPADRILLES...play and beach shoe of chartreuse cotton shantung. Dark green laces and wedge-platform. $7.50; Russeks

COLLAR-BAG hand-bag. Blue cotton twill, saddle-stitched red leather straps. $7.50; Mark Cross. Red gloves. $1.95; Lord and Taylor

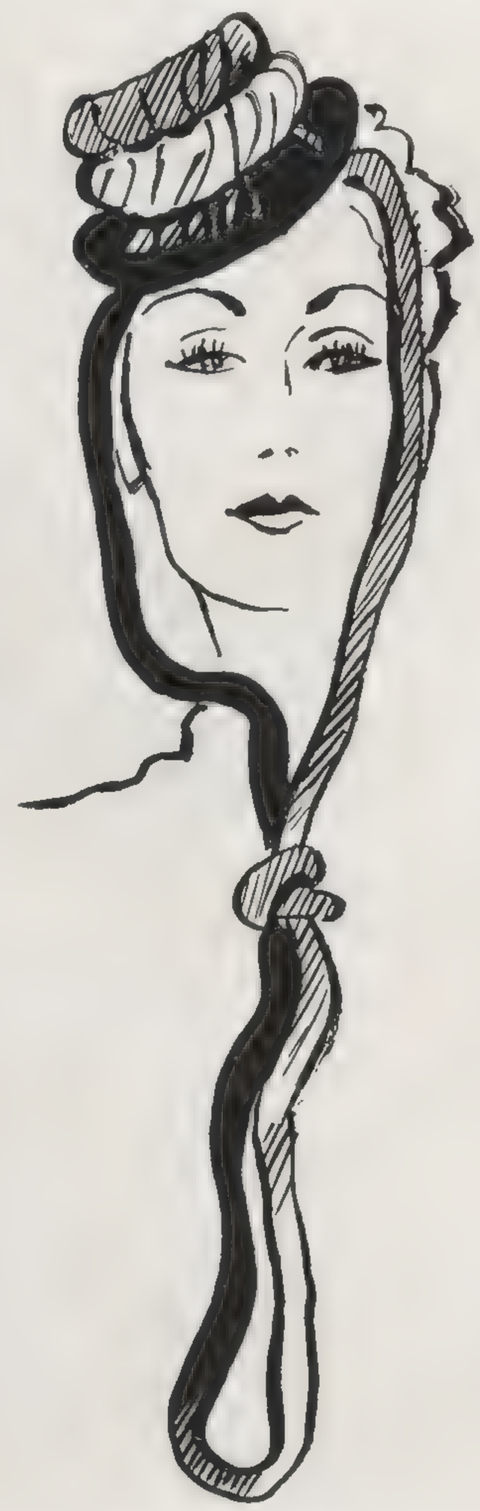
BEACH SHAWL of white terry-cloth, direct descendant of the little shawl worn this spring with suits. $2.95; Best

BEACH MUFF of peppermint-stripe piqué. Terry-cloth lining. Pocket to carry a swimming-suit. $2.95; Best

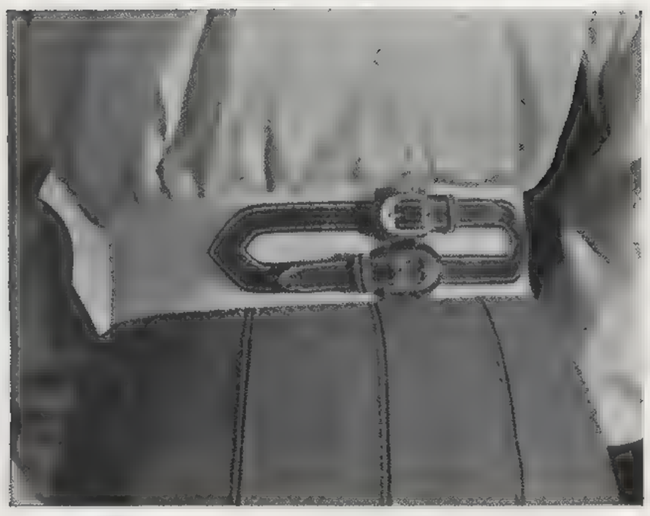
COTTON GLOVES. Top, Kayser's four-button classic white ones. $1; Bloomingdale. Centre, panel-stitched, mustard glove by Wear-Right. Lower, eight-button Van Raalte. $1.50; Altman



HATPIN FLOWERS. Pink organdie roses to moor a big afternoon hat. White piqué pompons for your sailor. Each pin is 75c at Lord and Taylor



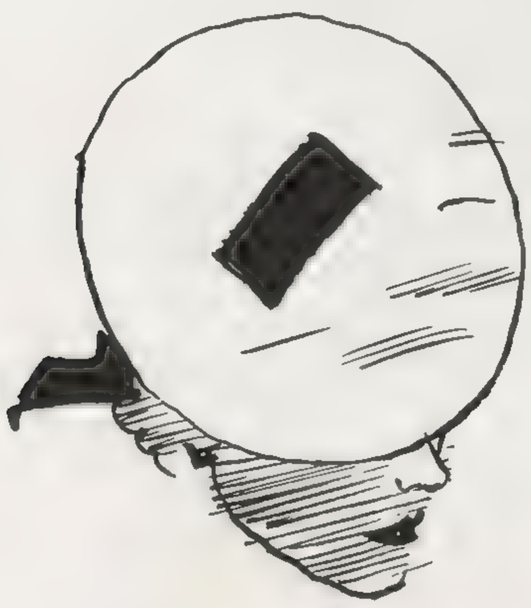
COIL HAT of red, white, blue padded rolls. Amusing country-luncheon, spectating-sports hat. $4.95; Cotton Shop



WHITE WEBBING BELT with a saddle-stitched navy-blue calfskin buckle; for slacks. Criterion belt. $1.50; Altman

GOB BERET of blue sail-cloth; $2.50 at Saks-Fifth Avenue. Red, white, and blue canvas bag like a sand-pail. $2.95; Best

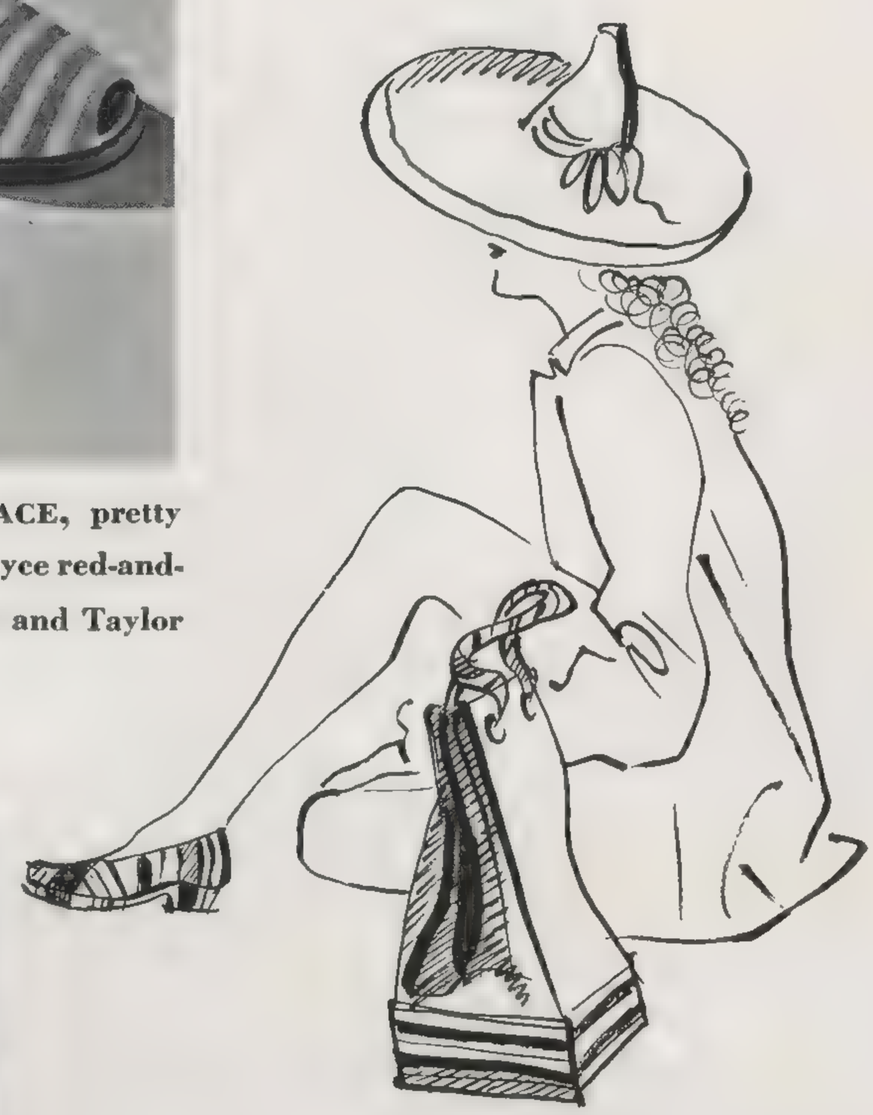
GIANT PLEATED PIQUÉ POPPY. Lord and Taylor. Piqué hair-bow; $1. Ear-clips; $2 a pair. Both from Bonwit Teller. Fownes glove from Altman



WHITE SAIL-CLOTH BERET, lashed firmly to your head with black grosgrain. Nice near the sea. $3; Best has it

MULTICOLOURED STRING NECKLACE, pretty with cotton day or evening dress; $1. Joyce red-and-white canvas shoe; $3.95. Both; Lord and Taylor

MESH GLOVES, capeskin fourchettes; $1.65. By Merry Hull, at Peck and Peck. Schaffer belt. $1 at Franklin Simon



KIT BAG of blue sail-cloth with a rigid striped base. $3.95; Best. Broadly striped seersucker slipper, leather sole. $3.95; Altman has it

VOGUE STUDIOS

PLAID GINGHAM WEDGE SHOE, bright companion for a white dress. Delman shoe. $18.75; Bergdorf Goodman

HORST

Backward berets

Above, first: A backward beret of red straw, framing a centre-part coiffure. Its open crown is laced with blue ribbon. John-Frederics. Second: A backward beret of blue straw with a headband of red felt and gilt aviator's wings. Lilly Daché. Navy-blue wool coat from Jonai. Jewels on both pages; Trabert and Hoeffer-Mauboussin

Big berets are back on the head

A backward beret by Reboux—black felt; white grosgrain. Black-and-white rayon surah dress, a black silk velvet jacket. Bergdorf Goodman

Contestant for the title of Hat of the Summer is the backward beret, this year's sparkling edition of an old love. It's as comfortable, as becoming, as compatible with as many members of your wardrobe as the beret of your former acquaintance, but it's unmistakably 1940's child. In the tiny photograph, an early Backward Beret, shown first in the January 1, 1940, issue of Vogue. The three backward berets which appear on these pages are bigger berets than most you've seen. Their brims stand up like haloes, instead of folding over an eye. They roll back from the brow, to show your pompadour or your centre-part. Some are complete three-hundred-and-sixty-degree circles. Some are pinched in a small pleat in back. And any would be the perfect, the called-for complement to your most important summer town costumes.

Collaborators by chance

Four sets of unintentional collaborators, and the results of their chance alliances

THE gayest, quickest, and shortest collaborations—almost as short as a single flirtatious glance—are the involuntary ones.

Four of these unpremeditated partnerships are on these pages. The first is that of Christopher Morley and Frank Henry, who casually advanced the idea for a factual novel about Philadelphia. (When the book came out, Mr. Morley pasted Mr. Henry's suggestions into a copy and gave it to him as a present.) Out of a passing phrase by Monty Woolley came a new word for Americans, and a song for Cole Porter. From Bérard came just a beard which inspired a hat.

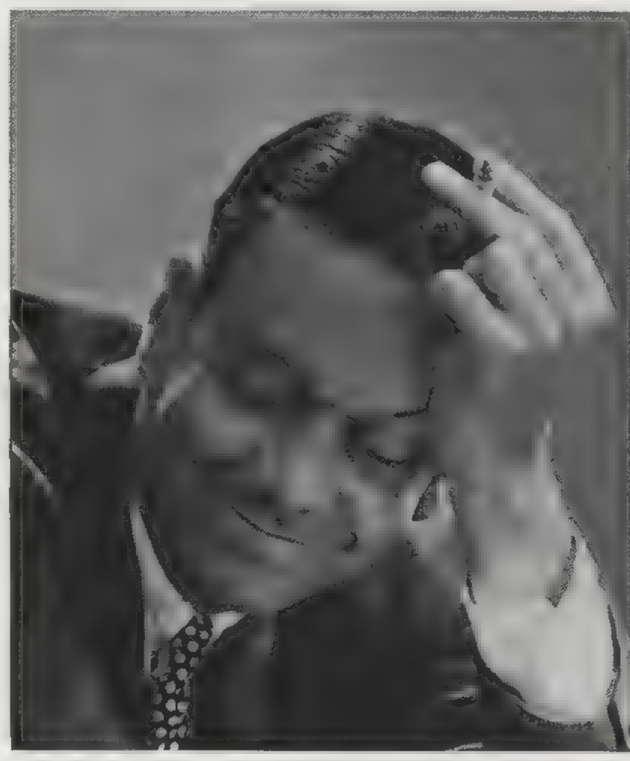
But of all the unwitting alliances, none was more involuntary than that of Weinberger, the great Czech composer, and King George and Queen Elizabeth of England. Their singing the old song, "Under the Spreading Chestnut Tree," inspired him to write his variations.

There have been innumerable such collaborations, some ephemeral, without significance, some affecting the world—certainly the apple didn't know what Newton was up to.

The Strange Collaboration

CHRISTOPHER MORLEY, famous weaver of fantasy, light as Cellophane, no writer of realism, went walking one night

The Strange Collaboration which led to the song hit,



COLE PORTER, who wrote the songs for "Du Barry Was a Lady," saw Rio Harbor from a ship, said, "It's delicious"

MRS. COLE PORTER, who stood beside him at the rail, saw curving Rio Harbor, too, and said, "It's delightful"

The Strange Collaboration which led to a bearded hat

SCHIAPARELLI, the great French couturier, eyed more acutely than ever one day a famous red beard

CHRISTIAN BÉRARD, owner of the beard, legendary figure of Paris, is a painter, fashion artist for Vogue

THE HAT, resulting from Schiaparelli's brain plus Bérard's beard, has fluttering tulle flying from a strap under the chin

which led to the best selling novel, "Kitty Foyle"

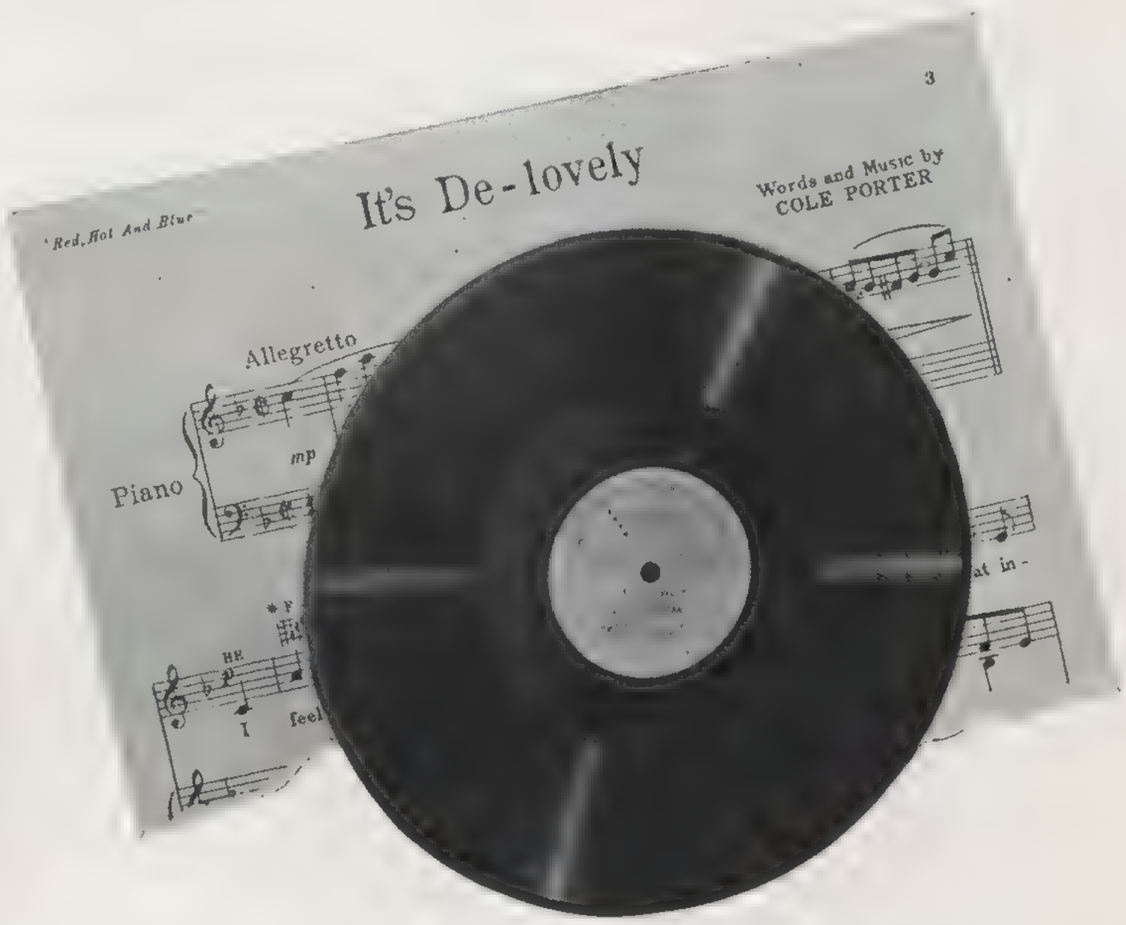
FRANK HENRY, his publisher, went walking with him, suggested a realistic novel about a white-collar city girl

LAMP-POST under which they stood, while Morley jotted down on yellow scrap-paper the innumerable Henry suggestions for the book

"KITTY FOYLE," the result of this collaboration, is now in its sixteenth printing, has sold more than 150,000 copies, and Ginger Rogers will play the lovely Irish Kitty

"It's De-lovely"

MONTY WOOLLEY, now the superb star of "The Man Who Came to Dinner," stood beside them, and finished: "It's de-lovely"

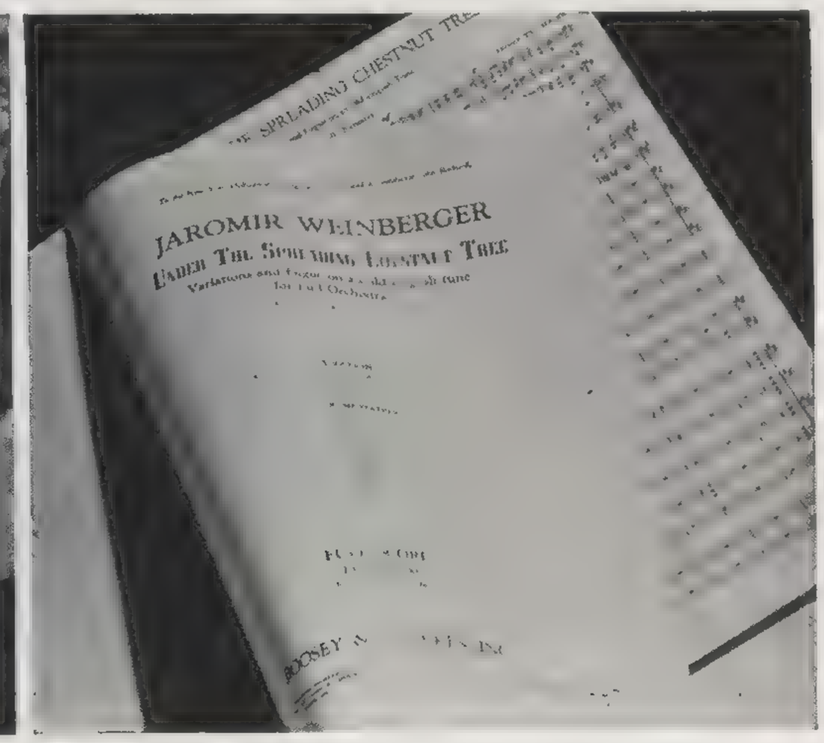


"IT'S DELICIOUS, IT'S DELIGHTFUL, IT'S DE-LOVELY," the result of their auxiliary lyric outbursts, is the still popular hit song, sung by Ethel Merman in the musical comedy, "Red, Hot and Blue"

The Strange Collaboration which led to the score of "Under the Spreading Chestnut Tree"

JAROMIR WEINBERGER, noted composer of the opera, "Schwanda," saw a newsreel of the British monarchs singing

THE KING AND QUEEN OF ENGLAND singing the popular old song, "Under the Spreading Chestnut Tree," with all the appropriate arm, chest, and head gestures



"UNDER THE SPREADING CHESTNUT TREE," the resulting composition, was played twelve times this year by the New York Philharmonic Orchestra

VOGUE'S SPOT-LIGHT

By Allene Talmey

THE time has come to speak of money. For in spite of all the art and æsthetics, in spite of all the courses of dramaturgy in the universities, in spite of the well-known fact that dramatists are rarely born with a knack for common sense, the theatre this year has done uncommonly well for itself. The audiences have been applauding like mad, and box-office men have lost their lean moroseness and have smiled as they passed out last-row tickets on the far aisle.

And the money just rolled in; in one week, according to Variety, "Du Barry Was a Lady" took in some $31,000; "The Man Who Came to Dinner" some $21,000; "Life With Father" some $19,000, in addition to the usual $100,000 advance sale; "Liliom," "The Fifth Column," "The Male Animal," "Skylark," "My Dear Children," and "Two for the Show" each took about $15,000; and the newcomers, "Ladies in Retirement" and "Lady in Waiting," each practically sold out at $12,000.

The key, of course, to the peculiar happiness of this season lies in the fact that nobody much wants to think. It is far easier to see "Lady in Waiting," a lively, squirrelly little play, eccentric, entertaining, highly compact and energetic; to see "Liliom," which is pure Molnarian fantasy with a tough Hungarian wildness; to see "Ladies in Retirement," a murder play with no mystery about the old lady's slow garroting.

None of these is great play writing, but they are all the beneficiaries of competency. "Liliom" is again a success, but not because of still-touching fantasy with its clean symbolism, shiny as the star Liliom stole for his daughter on his way back from purgatory. Its success is probably due mostly to Ingrid Bergman's playing of the little servant girl. Startlingly controlled, her face has an eggshell translucence, a calm Dutch-painting beauty.

There is nothing calm, however, about the playing of Liliom by Burgess Meredith, whose slick gestures and rooster braggadocio in the early scenes quite ruin the fantasy. As the Casanova of the carrousel, with his barker jokes, his whips, his sly pinches, his flip lovemaking among the little servant hens, (Continued on page 100)

Ingrid Bergman and Burgess Meredith in "Liliom"

HORST

Alan Napier and Gladys George in the new hit, "Lady in Waiting"

WIDENER COLLECTION

The great portrait of "The Marchesa Grimaldi," by Van Dyck

ANTON BRUEHL

ETHEL MERMAN

With an untamed eye and her own free-throwing comic line, Ethel Merman is the heart of "Du Barry Was a Lady," a roaring success. Here, with Harold Cromer, her swift-footed page in "Du Barry," she is posed in a version of Van Dyck's famous portrait of the Marchesa Grimaldi, with page

Fiesta flourish

Santiago stripe borrowed from the brilliant shirts of the men of Chile for this Everfast cotton piqué gown

Matador motif—the fiery circles on bull-fighter costumes transferred to a summer rayon crêpe dinner-dress

Pan-American influence

YUCATAN, Guatemala, Peru, Chile—fiesta-time interpreted in fashions for North American summer-time. You can trace the ancient influence of the Conquistadors in the plume print.... The Indian influence in the vibrating stripes and crude little figures. Here are fabrics in rich Pan-American colours, dyed to match thousand-year-old Indian pottery, Mayan jade, the subequatorial sky and sea. Dorothy Gray makes a lipstick, "South American Red," to match a Peruvian fabric. These are "research fashions" sought out like hidden treasure, borrowed from our Good Neighbours.

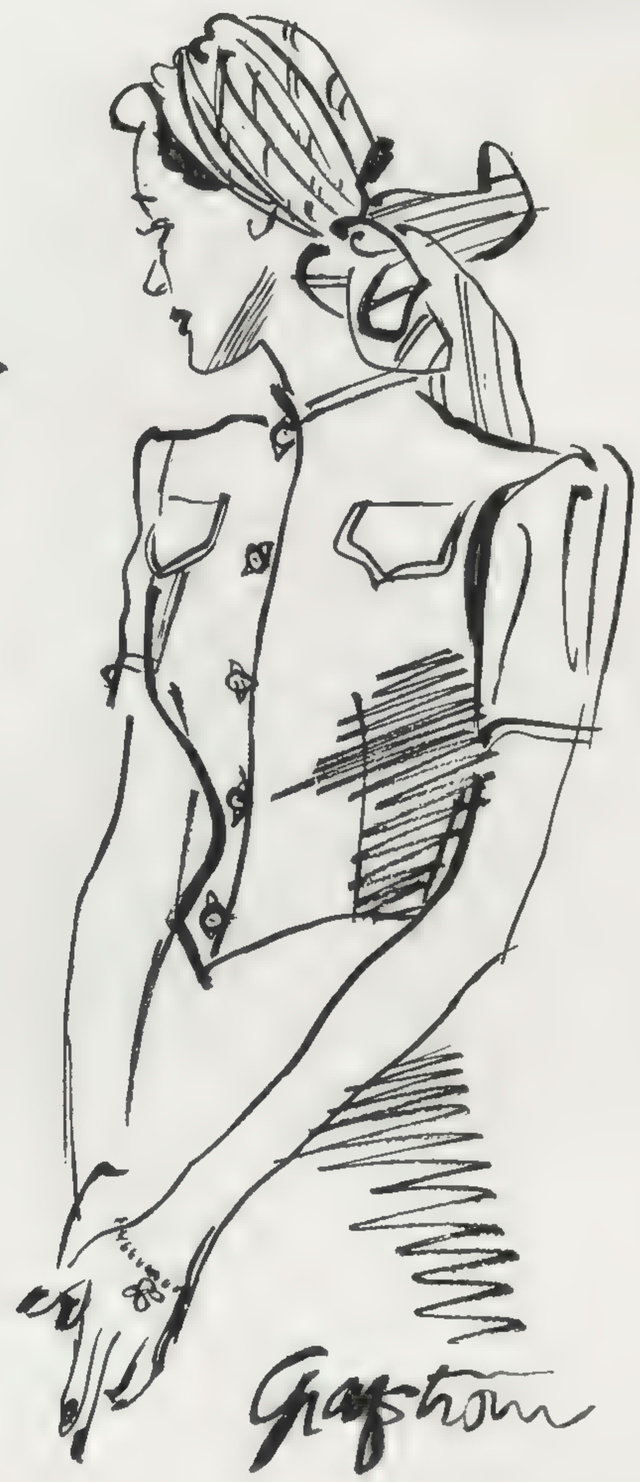
• All the fashions appearing on these two pages are at Altman; Marshall Field; and J. W. Robinson in Los Angeles

Ancient-costume war plumes print. White on grey rayon crêpe hood-dress. About $18

Guatemalan plaid, peopled with little Indian figures. Everfast cotton bolero-dress. About $11

Humming-bird yellow (colour of Indian capes), blue-plaided. Rayon crêpe dress, hood. About $17

Santiago-stripe yellow Everfast cotton shirt, deep red slacks. About $11.50. White sombrero



Panagra-blue (sea colour along the coast) rayon jacket, yellow piping. About $4.50. Everfast turban

Lynn Fontanne and Alfred Lunt,

KARGER-PIX

Mr. and Mrs. Lunt and his mother, Mrs. Harriet Sederholm, playing cards

# of Genesee, Wisconsin

They have left their new farm—their permanent stage-set—to act in "There Shall Be No Night"

By WARD MOREHOUSE

O'BRIEN

THEIR SWEDISH MANOR, WITH FIVE CHIMNEYS

IT'S a tiny place, Genesee Depot, and it's to be found on Route 83, about forty-five minutes out of Milwaukee and some one hundred miles from the roar of Chicago's Loop. Four trains of the Chicago, Milwaukee, St. Paul, and Pacific, better known as the "Milwaukee Road," pass through daily.

Just at the edge of this Wisconsin village, a roadway leads from No. 83, which is Main Street, into the estate of the man and woman who have brought a measure of renown to Genesee Depot—Alfred Lunt and Lynn Fontanne. Their property, now consisting of fifty-odd acres, is less than an hour's drive from the drab two-story house at Wisconsin Avenue and North Seventeenth Street, Milwaukee, in which Alfred Lunt was born.

To the Lunts, New York is a river port that they love. It's brought them fame, fun, excitement, and money. And in it they maintain a part-time residence. But Genesee Depot (Pop. 200) is home. It has been since their marriage nearly twenty years ago.

Consider the geographical set-up of this homeland of the Lunts. Waukesha County is in the finest dairying land in the state. The town of Waukesha, on the Fox River, is eight miles away. The village of Genesee is about a mile from Stag's Tavern ("Where Friends Meet"), one of the two pubs in Genesee Depot. The now famous "home town" of Lunt & Fontanne has no movie. There is no newspaper. People read the *Waukesha Daily Freeman* (est. 1859) and the *Sentinel* and *Journal* of Milwaukee. There are one church (Catholic), a brick schoolhouse, and a dance-hall.

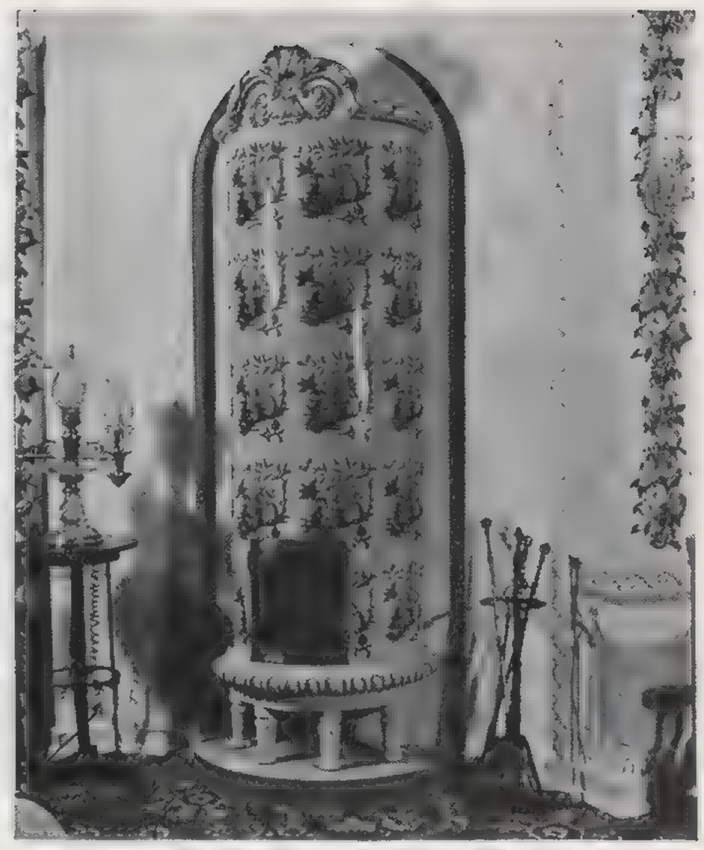
Don't overlook this dance-hall in any reckoning of Genesee Depot. Station Agent Pronold runs the hall, and there, on Friday evenings, the village cuts loose. No modern stuff. Only such wanton delights as the polka, march waltzes, square dances, circle two steps, and the schottische. There's a wonderful hard maple floor, one hundred feet by fifty, and music is supplied by Texas Slim and his Buckaroos. Alfred Lunt frequently attends and polkas all over the place. His neighbours, most of whom address him as "Alfred," regard him as perfection itself in the matter of the square dance. I suspect they would have enjoyed him as the hoofer, Harry Van, in Robert E. Sherwood's "Idiot's Delight."

CUPIDS HOLDING CURTAINS MADE BY MISS FONTANNE

MISS FONTANNE ALWAYS BREAKFASTS ALONE, AT A CARD-TABLE

MISS FONTANNE WITH ELSA, HER DACHSHUND

MISS FONTANNE'S THIRTEEN TOOTH-BRUSHES



OLD PORCELAIN STOVE, FROM SWEDEN

KARGER-PIX

DRESSING-TABLE, WITH FLUORESCENT TUBES AND LUMINOUS GLASS FLOWERS

Now wander from Route 83 and see the house that Lynn and Alfred have built, or rebuilt, with the money from their stage successes. "All of our money," Alfred tells you, "has gone into the place. All of it. We really didn't begin to make money until comparatively recently. The original house was built twenty-five years ago. All this land was then just a pasture."

I'd heard of the "new house" from several of the wayfarers who've had the good fortune to visit the land of the Lunts and the Genesees, such privileged folk including Sam Behrman, Edna Ferber, Noel Coward, Lawrence Farrell, Dr. Gustav Eckstein, and Alexander Woollcott—old Mr. Whiteside himself. Wonders have been accomplished since his last visit but even he would probably be impressed with what had already been done. He's presenting his Genesee friends with a grove of white birches, and his portrait now hangs from a library panel. "We first had it in our bedroom," explained Alfred, "but it got to be too much for us. Can you imagine how it would be to wake up every morning and find that face and those eyes peering down at you?"

The "new house" of the Lunts is really a Swedish manor-house, a structure of (Continued on page 108)

THEIR COLLECTION OF DELFT AND LAMBETH POTTERY

CERAMIC CARICATURE

MR. LUNT, WITH DOGS, IN HIS GADGETED KITCHEN WHERE HE MAKES HIS WORLD-RENOWNED SWEDISH HAMBURGERS

The Lunts at their Swedish manor-house

THE GAY FLOWER-TONED LIVING-ROOM, WITH BIBLICAL MURALS, PAINTED BY CLAGGETT WILSON

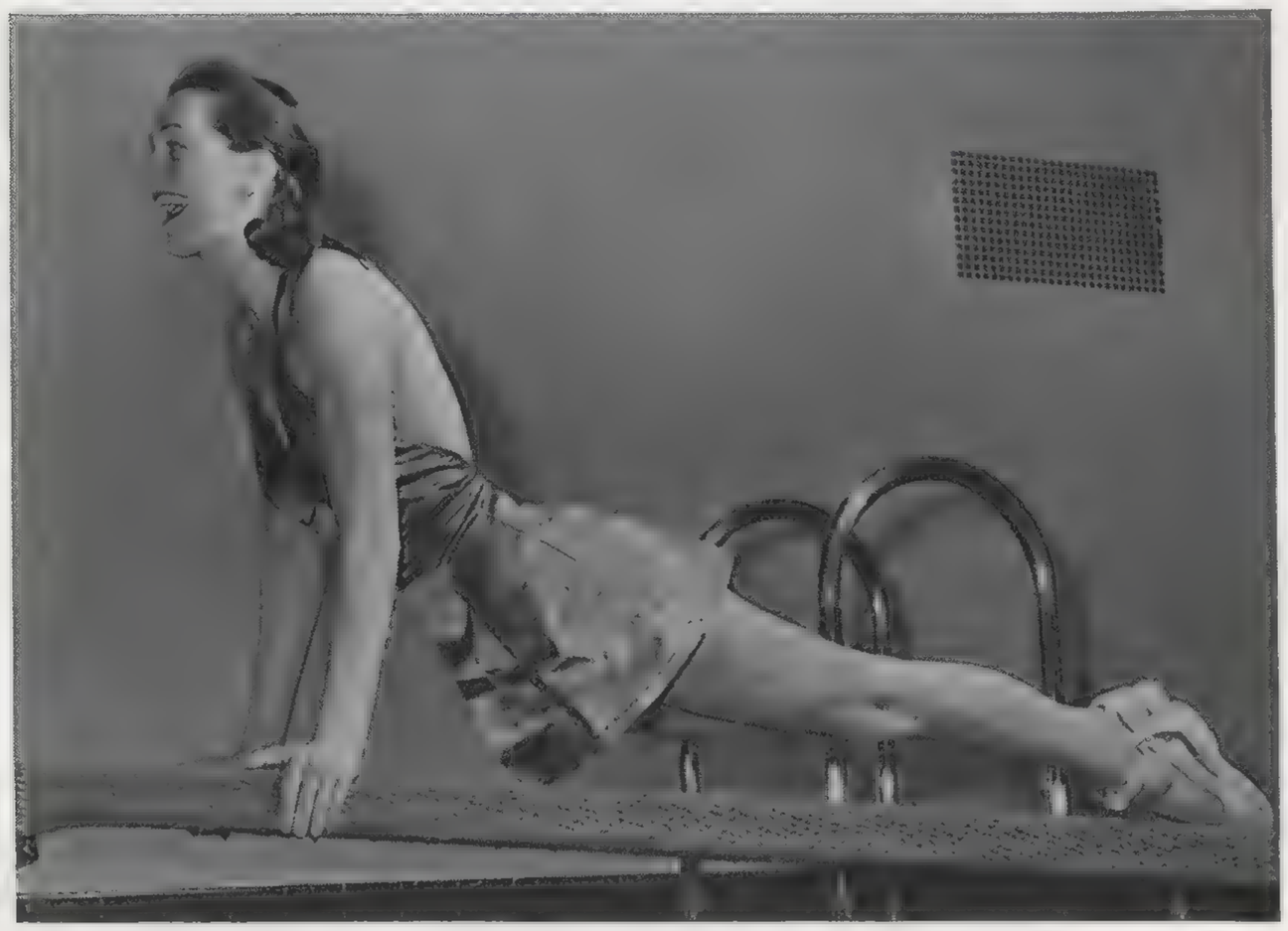
THE LIBRARY, WITH A BYZANTINE MADONNA AND A PORTRAIT OF LYNN FONTANNE

SEVEN

SWIMMING CLASSIC. Built for real swimming. Fits like sunburn. Of white Controlastic, with a front skirt. Seamless cap. All; Lord and Taylor

BALLERINA SUIT. A tiny, bound waist; a pirouetting full skirt. Of blue-and-white Celanese rayon jersey. Saks-Fifth Avenue has it

LONG-TORSO SUIT. Moulded to the top of the hips; flaring into a skirt short as a ruffle. Of printed Everfast cotton. At Best; I. Magnin



MAILLOT PLUS SKIRT. Sparse swim-suit of royal-blue rayon satin with "Lastex"; tiny separate skirt. Peck and Peck. Kleinert hopsacking shoes

SEAGOERS

The water's fine. So are the suits.
You'll find your own pet kind here,
whether you like the bare or the covered,
the sleek or the dressmaker.
Quite probably, you'll need several.
It takes all kinds to make a summer.

STRIPED COAT-SUIT. Buttoned down the front. Wide grey-and-white stripes. Of crisp and glacial Celanese rayon sharkskin. Bonwit Teller

BARE-WAISTED SUIT. Reserved, please, for sylphs. Of Sanforized cotton. Cotton shoes. Brigance designs; Lord and Taylor; Bullock's-Wilshire

SAND OR SURF SUIT. For the dip, a one-piece suit. For the beach, a bolero over it. Green-and-white striped piqué. Green straw sombrero. At Altman

Ballerinas in the movies

On the next three pages are two actresses who play ballerina rôles—shining examples of Hollywood's new interest in the ballet

THE ballet has hit the movies.... After an incubation period, confined mostly to the New York theatres, ballet spread, like a rising fever, through the country: new schools were opened, new corps were formed, new balletomanes, to whom the *entrechat* was still a blurry twiddle, argued hotly about technique. A new conception of beauty captured the imagination of America—a fragile, wistful, nymph-like woman, living in the romantic, ice-blue light of a dream-world.

As all America's interests do, this passion for the ballet spilled over into the movies. Zorina was one of the first—in "The Goldwyn Follies," where her delicate and brittle precision stood up happily against great waves of dancing-girls. She gave a fresh, new turn to movie dancing, which had been concentrating on the lovely, flowing whirls of Ginger Rogers, on the piston taps of Eleanor Powell. The French movie, "Ballerina," with Mia Slavenska of the Ballet Russe, is still playing in New York—two years after its première.

But the ballet never competed with the movies—it merely widened the field. And the producers rushed in to fill that field, with the ballerinas themselves, and with their own stars, presented in the tenderly revealing ruffles, the swooning posturing of ballerinas.

Vivien Leigh plays a ballerina part in her newest movie, "Waterloo Bridge." Her flawless shoulders, unforgettable in the wine-red satin of "Gone With the Wind," are cradled now in the young-girl softness of a ballerina's flounces. Based on Robert E. Sherwood's play, this new film is the story of a romantic, whom time, convention, and the British General Headquarters conspire successfully to destroy.

IRINA BARONOVA, a member of the Ballet Russe de Monte Carlo since she was twelve years old, an important ballerina since she was fifteen, plays her first movie part in "Florian"—the part of a scheming, bad-tempered dancer in the Vienna Ballet. Famous for her slanting, mobile face, her expressive ballerina hands, her great technical style, she was one of the stars of the Ballet Russe's spring season, in New York.

In "Florian," following the "every-dancer-is-a-man-trap" tradition of pre-war Vienna, where the scene is laid, Baronova captivates an Archduke, wheedles a priceless horse out of him, and worries everybody, even the Emperor. The producers, impressed by the first rushes of her work, added a dance sequence for her, and her next rôle may be the lead in a movie based on the English novel, *Ballerina.*

The ballet has changed the movies, has edged them still further from the billy-be-damned, flapper toughness of the 'Twenties. But the movies may change the ballet, too. An ephemeral art, that was newly created a thousand times by the genius of each separate choregrapher, the ballet has at last found its Boswell in the movies. They came too late to record Nijinski's fabulous leaps, Pavlowa's lightness in the *pas-de-chat,* but from this hitherto unrecorded art, nothing more need now be lost.

Vivien Leigh

in her new film, "Waterloo Bridge"

About twenty million people have seen Vivien Leigh's tough, undefeatable Scarlett—quite unlike her new soft ballerina rôle in "Waterloo Bridge."

Vivien Leigh's life has been as varied as her parts. Born in the hill town of Darjeeling, when her father was a stockbroker in India, she went to schools in England, Italy, France, and Bavaria, married a British barrister before she was twenty, and has a six-year-old daughter.

Now, five years after her first bit part in a British movie she is the star of "Gone With the Wind," the greatest success Hollywood has ever known; the star of "Waterloo Bridge," and is now playing on the stage an enchanting Juliet to Laurence Olivier's Romeo—the first time that this famous pair, who are to marry this summer, have ever starred together.

PHOTOGRAPH BY WILLINGER

VIVIEN LEIGH

IRINA BARONOVA
ballerina star
of the Ballet Russe
in a ballerina play-dress
of white ribbed rayon.
Saks-Fifth Avenue

IRINA BARONOVA
ballerina star
of the movie, "Florian,"
in a Brigance bathing-suit
of rayon and "Lastex,"
with a separate long skirt.
Lord and Taylor

HORST

BACHELORS'

NYHOLM

INTERNATIONAL "ROYAL DANISH" FLAT SILVER

First course in the living-room—gumbo in old tureens, served in shells

BUFFET SUPPERS

INTERNATIONAL "ROYAL DANISH" FLAT SILVER

After the gumbo—buffet supper is served in the dining-room

MEN have always claimed to be better cooks than women. They point, irrefutably, to the fact that famous French chefs are always men. Women have always claimed that men are inspired cooks only because they are infrequent ones. They point, irrefutably, to the fact that most men do not have to plan and prepare three meals a day, that even famous French chefs do not prepare an entire meal—only the special sauce, the finishing touch of perfection of a soufflé, a *crêpe*. The subject is controversial, but nevertheless the fact remains that bachelor hosts do pretty well by their guests.

Herewith are some bachelor ideas on entertaining—and some bachelor recipes which you might like to try for yourself.

When Pierre Dutel, the decorator, gives a buffet supper, he serves the first course in his living-room. (Opposite—the table.) A Coromandel screen in gold and white is the background; on the table are yellow primroses and Chinese figures. There are two old Sheffield tureens (James Robinson); one containing rice; the other, fish gumbo. Abalone shells, polished to look like black opals, are used as plates for the gumbo. The flat silver used is a modern design—International's "Royal Danish" pattern. The rest of the supper is served in the dining-room—the table arranged as in the photograph above, against a wall of mirrors. This course of the supper often consists of Prague ham, thinly sliced and rolled around a paste of cream-cheese, pecans, and chicken livers; a platter of sliced tongue cooked in grapefruit juice; and a baked turkey.

Another bachelor, to whose door a gourmets' path is beaten, plans his meals with special emphasis on canapés and desserts. With cocktails he serves chopped mushroom sandwiches, boiled baby beets stuffed with cream-cheese and horse-radish, slivers of French fried onions on toast. On the supper table, he has an electric three-compartment food-warmer, from which he serves a favourite hot dish—chicken and rice in sour cream, perhaps, or Norwegian meat balls, or frizzled ham and creamed cabbage. This menu is topped off by a superb dessert—frozen cherries in a cream and brandy sauce of the host's own devising.

In another bachelor household, you are served with Bœuf Stroganoff accompanied by rice cooked in consommé. For dessert, the host prepares Pêche Flambée at table. This is made according to his own, his secret recipe, which he has generously given to us. When he serves champagne throughout the meal, this young host makes a practice of serving champagne instead of cocktails before it.

On page 117 are recipes for some of these dishes, as well as for other bachelor buffet supper dishes.

THIS IS HOLLYWOOD

ITS DIVERSIONS, ITS NIGHT-LIFE

THE East is a post-deb with smoke smudges under her eyes. She has been looking for a new playmate, and she's found him—the gangling adolescent in the next block, the awkward boy with whom she would never have been seen dead. But he has filled out. His cheeks are tan, his ways are like Gary Cooper's. He is handsome in a dinner-jacket. He is the West. He's Southern California in Hollywood play-clothes. The romance is on.

The reason may be psychological. This is a land where it's still permissible to look a little lightly on life. Europe seems as remote as China. Much that goes on is pleasure for pleasure's sake, not a fevered flight from the horrible shape of things to come. Things are in focus. There is a cheerful variety of little sign-posts, pointing to a 1940 sort of normalcy.

Ice-skating palaces are lifting their pleasure domes all over Hollywood. Every one is taking rumba lessons, although every one boasted of knowing the rumba last year. Tennis is winning back and consolidating the territory it has lost to badminton. A lot of people are playing out-of-the-way card games with different rules prevailing in different sets. The old game of Crazy Eights, for example, has staged a Hollywood comeback in a new version.

Quite suddenly, the most popular daytime place is the Farmer's Market, where every one shops in the morning and stays on for lunch. Here you may see, pushing absurd little vertical reed baskets on wheels, the best-dressed women in Hollywood. Among them are Mrs. Rowland Lee, Mrs. Barbara Trippet, and Mrs. Jack Garland, who was, before her marriage, Helen Chandler, daughter of Harry Chandler, the publisher of the *Los Angeles Times*. After their morning shopping, they lunch on fresh sea food, and big green salads in the Market. Enormous, and scrubbed-looking, it gives heartening evidence that good food may be served simply and with no more *chi-chi* than at a drive-in.

The time when Hollywood really comes alive, however, is at night, when the air is suddenly electric with promise and filled with music. The town is, abruptly, more vivid at night than it has been for years. Perhaps it is because the real Californians, the orange-growers, are thinking, since the Florida freeze, in terms of mink and Cadillac. At any rate, every one is going out a great deal, to all the new night-places.

The two newest dinner- and dancing-places are Perino's Sky Room, above Saks, which has captured the smart tailored crowd, and the new Ciro's, run by Billy Wilkerson, to which all the lavish parties go. The Perinos, besides serving some of the best food here, have had John Kirby's orchestra, a sepia version of Matty Malneck's. They have been at the Onyx Club in New York, and in Chicago at the Pump Room, playing sophisticated music with bounce, but without the usual tricks of coloured bands. The arrangements are never rude. The leader, John Kirby, in his brilliant white tail-coat, sits in the ring of the spotlight at his piano, and plays, leading his orchestra by a sort of remote eye-control. (Right now he is playing at the Beachcomber in New York but expects to return to Hollywood shortly.)

The "I Saw Lucy Battson at lunch, and she—" type of conversationalist will find Perino's a congenial setting. There are plenty of names, for name-droppers, at both the new tea-dances and the dinner-dances. Here, the decorative scheme has been subordinated to the superb music and food. Customers, after all, can't eat the decorations, or hear them.

At Ciro's, however, the decorations are conspicuous enough to be clearly audible. Ciro's will remind you a little of Maxim's in Paris, of Féfé's Monte Carlo in New York, of a super-luxurious powder-room blown up to giant proportions. Its foyer, bar, and supper (Continued on page 100)

ALEXANDER PAAL

JACK BENNY, BARBARA STANWYCK, AND ROBERT TAYLOR, AT CIRO'S

... BY TOM TREANOR

JOHN KIRBY, WHO PLAYED AT PERINO'S, ABOVE SAKS' HOLLYWOOD SHOP

BERNICE PARKS, IN THE REVUE "MEET THE PEOPLE"

AT GRACE HAYES' LODGE: HUGH HERBERT AND MISS HAYES

MARY ROGERS, DINING WITH GEORGE ROWAN AT PERINO'S SKY ROOM

MRS. JACK GARLAND, MRS. GORDON CRONKHITE, MRS. GAGE IRVING, AT THE FARMER'S MARKET

Co-workers for

Providing kits for French soldiers is the purpose of the charity "Le Colis de Trianon-Versailles"

ABSORBING interest of these four women is the charity known as "Le Colis de Trianon-Versailles"—organized to provide kits for French soldiers. Formed in France by Lady Mendl and the Duchess of Windsor, the work is carried on in America under a committee headed by Mrs. Harrison Williams, Mrs. Ector O. Munn, Mrs. John Barry Ryan, Mrs. William Randolph Hearst, and Mrs. Anthony D. Cassatt.

Under their leadership, willing hands are knitting or donating. (Official things to knit are on page 119; the cash equivalent of a kit is $2.50.) For summer or winter, men at the front send out an urgent S. O. S. for necessities. And to aid the cause, a collection of famous party dresses of this century will be exhibited during May at John Wanamaker—some are shown on the next pages.

Mrs. Harrison Williams

HORST

Mrs. Ector O. Munn

"Le Colis de Trianon"

AGNETA FISCHER

Lady Mendl
The Duchess of Windsor

Photographed for Vogue in the Duchess of Windsor's new Paris house are the two leaders of the charity, "Le Colis de Trianon-Versailles": the Duchess of Windsor, right, and Lady Mendl, president of the organization. Most of their days are spent at the charity headquarters in the Hotel Trianon at Versailles, assembling kits and dispatching them to the front. At the moment, fifty kits a day go off, but the hope is to triple the amount before another winter.

Costume exhibit for

Memorable party dresses of this century exhibited for French war charity

IN every woman's life, there is some one memorable dress that she lays away in lavender—some one unforgettable dress worn on a Great Occasion, hallowed with memory, cherished forever. For the sake of charity, Mrs. Harrison Williams asked her friends in France and America to lend one such cherished dress—and during the month of May, the collection will be on view at John Wanamaker. Proceeds (admission fifty cents) will go to "Le Colis de Trianon-Versailles" and other American charities.

On these pages, we've photographed three of the dresses—one on the original wearer, two on daughters of the first wearers. Also in the lovely group are court presentation dresses of the Marquise de Polignac and the Hon. Mrs. Reginald Fellowes, party dresses of Lady Mendl, Mrs. Deering Howe, Mrs. Byron Foy; début dresses as recent as Miss Brenda Frazier's. They're a charming record of party dresses from 1898 to 1938.

HORST

MISS ELIZABETH McK. CUSHING wearing her mother's début dress a 1915 Lucile of lace and satin

"Le Colis de Trianon"

MISS HARRIETTE WHELAN
wearing her mother's début dress
a 1912 Drecoll of tulle and lace

MRS. WILLIAM RHINELANDER STEWART
wearing her own début dress
a 1928 Lanvin of satin and silver

Under twenty—

"To the tables down at Mory's" go Whiffenpoofs and guests

DERBY DAY is that auspicious Saturday, May 18, when Yale and guests go to Derby to see the Yale crew mow down (they hope) Princeton and Cornell.

Derby Day is also a dawn-to-dusk affair, with no chance for clothes-changes. Herewith, four all-day suits for it, chosen by Vogue, photographed during Yale prom week-end on Under-Twenty guests.

These suits are casual enough for the hay-truck ride to the races. Pretty enough for beer-and-song sessions with the elect Whiffenpoofs (traditional singing club) at Mory's. If Derby Day be cold, these suits slide well under coats. We predict a future for them. We see them being worn Derby Day and, from then on, all summer long.

BOARDING THE FESTIVE HAY-TRUCK, which takes groups from New Haven to the banks of the river—Miss Jane Pierce of Farmington. Her suit of natural cotton gabardine by McMullen is right as it stands for a warm day, or goes under a coat. She wears the young-favourite white shirt. Suit; $19.95

at New Haven

Derby Day suits under $20 for you who are under 20 years

THE LADY AND THE WHIFFENPOOFS. Miss Rita Meyer of Finch School between Mr. Norman Paul, Head Whiff (with the traditional Derby Day straw hat), and Mr. Louis Thomson, another Whiff. Her suit is green spun rayon tailored like tweed. $19.95

WHEELING A BICYCLE—Yale has taken to wheels—Miss Martha Pierce, Smith College junior, and Mr. James Hallett of the Yale Law School. Her suit is blue-and-white striped cotton-and-linen. The price—$19.95

ANDRÉ DE DIÈNES

ON THE HAY-TRUCK—Miss E. J. (she's called "E. J.", too) McKean, Smith College sophomore, and a visiting Harvard alumnus. The suit can be worn on into summer. Red, white, blue checked linen-and-cotton. $19.95

Clothes on both pages; Lord and Taylor. For list of shops in other cities, see page 110

CITIFIED SILKS

A pure silk dress is a summer investment. It feels cool, sounds cool, looks cool. Here are four that flourish, unwilting, in town heat or humidity. Dresses at Milgrim; L. S. Ayres. Hats; Milgrim

DIAMOND-SHAPED POCKETS front a navy-blue and beige shirt-waist dress of silk crêpe. $40. It's worn with a mushroom-crowned toast straw hat

TWO SIZES OF POLKA-DOTS abet the long-line look of this blue-and-white silk crêpe dress. There's a tiny bolero. $50. With it, a white silk turban

A FULL-BACKED REDINGOTE of silk chiffon goes over a light-as-a-breeze dress of silk crêpe—both chocolate-dotted. $35. Off-face hat of white baku

WIDE HORIZONTAL BANDS trisect this full-skirted dress. Bands are navy-blue, the rest blue-and-white silk crêpe. $40. The hat is a white toyo Breton

Sewing

Cottons...fun to sew, easy to sew even for butter-fingers. These slacks and this shirt, for instance. Here made of sand-coloured cotton crash. Slacks No. 8553. Shirt 8565

A dress you could make of plaid Swiss voile, coolly dark for hottest summer days in town. (You can have a corselet belt if you wish.) Then add a shading hat. Dress 8608

A three-piece play-suit (shorts underneath), made here of red-and-white striped poplin. Carry out a patriotic colour scheme by adding blue sandals, blue beach hat. No. 8691

Cottons

Designs for dressmaking

Suggestion for a classic shirt-waist dress... rose-beige, white, and blue cotton shirting. Over it you might toss, on coolish days, a brilliant corduroy jacket. Design No. 8558

A hooded jacket and yards-wide skirt of white piqué. The Result: the costume you see here, especially wonderful for country nights. Skirt No. 8212. Jacket No. 8674

Back views, sizes, and fabric sources on page 102

"Please, a print"

ONCE upon a time, there was a lady who had a wish. Never mind whether it was granted to her by a genie or by her husband. (Times being what they are, probably the latter.) She wished for a Good Little Print Dress.

"Please, a Good Little Print Dress," she said. "A nice, normal little print, not too big and not too small and certainly not too heavy, because of the heat. I mind the heat. Please, a little Golden Mean of a dress that looks as if it belonged in town when in town, and as if it belonged in the country when in the country. And not too expensive."

Here are the lady's wish-fulfilments...not one but two. Two clear, cool, *Good* Good Little Prints.

Photographed at The Museum of Modern Art (the drawings are explanatory of Cubist art)—a Good Little Print. It's of brown-and-white Enka Rayon, jumper style, with a pretty pleated skirt. It's $19.95. The hat is a cool white piqué sailor. Both; Jane Engel

KARGER-PIX

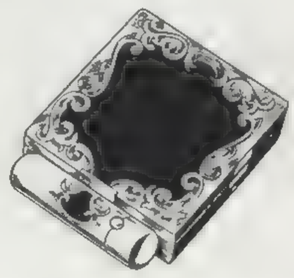
In front of a Picasso painting in the members' room of the Museum penthouse—a Good Little Print of grey Enka Rayon crêpe, an opaque fabric cool as glass. The dress is a modified shirt-waist. $17.95. The big hat is of red straw. Both are at Jane Engel

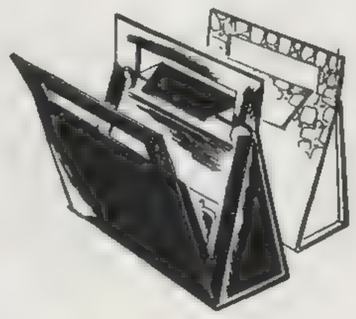
Beauty goes a-Maying

from starlit nights to sunlit days

If ever a month was made for beauty—it's the merry month of May—when golf links and beaches beckon—when you want to face the sun with a flawless complexion—when you want to turn up at tea, on afternoons in town, with your make-up as fresh-looking as the morning dew—then on to roof-top dining with your skin as dazzling as a dream of moonlight and roses come true! Helena Rubinstein gives you all the aids and accessories you need to take your beauty A-MAYING! . . . Quick pick-up—to look your loveliest—Youthifying "Herbal Masque". Smooth on this cool, silken preparation—feel it tighten and dry instantly—after fifteen minutes see your skin emerge glowing and rested-looking, ready for any occasion, 2.00. For day-long beauty—Town & Country Make-up Film is a *must!*

This wonderful powder foundation not only keeps your make-up glamorously fresh, but also protects your skin from sun and wind, 1.00, 1.50. Bring life to your lips with Life Red Lipstick, Helena Rubinstein's most brilliant new make-up that has the spirit of Life itself—becoming to every complexion—perfect for sun-tanned skins, 1.00 to 2.00. The harmonizing make-up includes Life Red Rouge, 1.00, Nail Groom, .60, Mauresque Face Powder, 1.50, 3.50, Peachbloom Town & Country Film, 1.50. Life Blue Eyeshadow and Mascara, 1.00 each. Minute Make-up Compact for chic all day and night—contains handy, refreshing cleansing pads, powder, rouge and lipstick—enables you to go from a wilting day at the Fair to a gay restaurant at night looking as fresh as if you'd just stepped from your dressing-table, 5.50. The Town & Country Week-Ender—your perfect travel companion filled with all the beauty you need for a summer of week-ends—complete with eight important beauty preparations and make-up, 5.00. For that dangerous first burn, Helena Rubinstein's Sunproof Cream is the soothing protective recommended before you get on the links, the tennis courts or the beach—permits you to brown without burning—quickly absorbed, it acts as a perfect powder base too, 1.00. For that healthy outdoor look from the start, Rico Tan Make-up is the stunning answer—golden skin flattery with a tropical flavor. Exotic Rico Red Lipstick, 1.00 to 2.00. Complete harmonizing make-up box, 5.50.





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715 Fifth Avenue, New York, and all smart stores

Other Salons: BOSTON • CHICAGO • LOS ANGELES • TORONTO • LONDON • PARIS • SYDNEY

SHURTITE

Favorite of the Month

There's room for everything in it, and still it's light under your arm as Spring's lingering touch. Its bottom's curved in for easy carrying, its facade shirred for chic. Of fine calf in new costume-colors, gleaming black patent, and white "Sanitized" kidskin.
At your favorite store.

$5 Slightly higher West of the Rockies

Goldsmith BROTHERS
New York
Chicago • Los Angeles • Paris • London

DISCOVERIES IN BEAUTY

VOGUE STUDIOS

Frances Denney's "Knockout Red" gong holds lipstick, rouge, eye-shadow, and Under-Tone. The red, red lipstick is a vivid contrast against soft summer pastels

KITTY GORDON, one of the great ladies of the American stage, and still a famous beauty in her own right, has turned her hand to cosmetics. Actually, Miss Gordon has not taken to inventing potions, but what she has done is to release preparations which she has been using for thirty years, the formulas for which are now hers by right of purchase.

There are only two products—an astringent masque and an oil. They are especially recommended for older skins—those which need a little additional urging to blossom into freshness. This is a definite treatment—for home use. You use the masque every day for twenty-one days, supplemented with the oil. After that, you begin to decrease the treatments until you get down to about one a week. The masque itself has a definitely medicinal odour—forthright, aromatic, down-to-earth. The oil, however, is pleasantly scented, as well as infinitely soothing.

You'll find this masque at the House of Tappé, 25 West Fifty-Seventh Street.

"Pif Paf Puf" is the name of Lucien Lelong's little oblong fabric case, holding powder, a large puff, rouge, and lipstick. To us, its most important contribution is its perfect mating of make-up and costume colours. If you are "in blue" for summer, you ask for a blue "Pif Paf Puf" and inside will be a set of cosmetics specifically to go with blue. The same, of course, applies to rose, beige, grey, green, red, and so on. There are also handsome candy-striped cases, with make-ups for country and sport clothes.

Christy, who likes to tell you, with a kind of wicked grin, that "lips that touch Christy stay lipsticked," has brought out a new spring colour called "Carnival Red." It's a clear, sharp, brilliant red that really delineates your mouth without making it look hard. It's a shade you'll like with navy-blue and white; and, as your skin darkens come sun and summer, you'll find it an alive enough colour to flash brightly against your tan. Christy lipsticks are pleasantly indelible, without being drying, and you can buy them at Saks-Fifth Avenue.

One of the soundest groups of cosmetics adorning modern dressing-tables are the products of the Tone Laboratories. Pure, simple, deliberately de-glamourized, their day creams, night creams, cream soaps, and sunburn creams have won a unique place.

Now, Tone has produced a Foundation Lotion, not, as one would imagine, as a guarantee that your make-up will stay on, but solely because they feel that one's face needs a protection during your waking hours. Fortunately, the mixture worked out by the high-principled chemists turns out to be light, liquid, and delicately pink. You can be sure that it will soften and protect your face, and we can assure you that it will hold your powder.

Elizabeth Arden has achieved a new

triumph by combining *Flower Mist*,

her lovely after-bath preparation, and

Blue Grass, her most famous scent.

Flower Mist in Blue Grass

ONE OF THE
WORLD'S GREAT SCENTS

Now you can use this luxurious scent

lavishly after your bath. The lovely,

lingering scent will stay with you all day!

In a lovely transparent pinch bottle, $1.25.

Elizabeth Arden

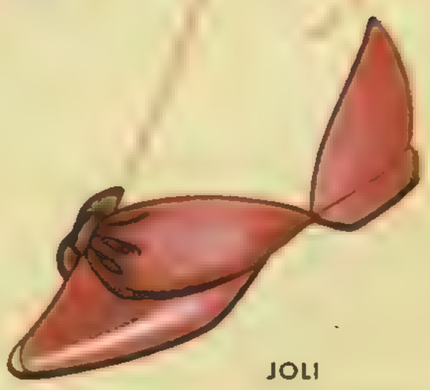
691 FIFTH AVENUE • NEW YORK • PLAZA 3-5846

Copyright 1940, Elizabeth Arden

RITZ
Hard sole, $5.00

WHIM
Hard sole, $4.50

BAMBI
Soft sole, $3.50



JOLI
Hard sole, $4.00

D'ORSAY
Hard sole, $4.00

DOLLIE
Soft sole, $4.00

BOW-MOC
Soft sole, $4.00

Because of transportation costs prices are slightly higher west of the Rocky Mountains

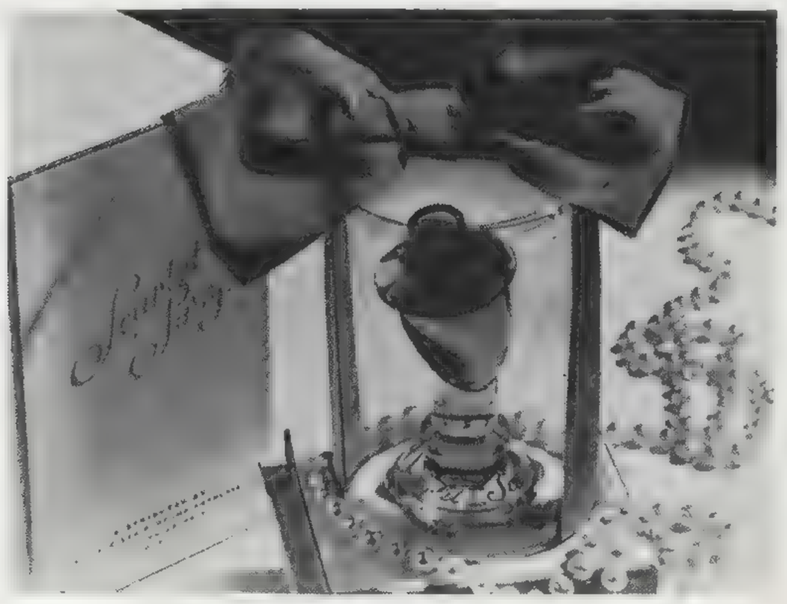
Mothers like to look young, too

HERE is a gift any mother will love. Her feet will look their prettiest in Daniel Green slippers. And feel their youngest. For there's lasting comfort in their firm support and in the way they fit . . . in sizes and widths like the finest shoes.

Leading stores and shoe departments everywhere have all these different styles of Daniel Green slippers and many more. They'll show you the name on the sole so that you'll know you are getting real Daniel Green "Comfys"—and your money's worth! DANIEL GREEN CO., Dolgeville, N.Y.

DANIEL GREEN
Comfy SLIPPERS

DISCOVERIES IN BEAUTY



This saucy little "face with a hat" holds "Scarlet de Suzy" perfume. Suzy hats you know, Suzy perfume you will know—and soon—we are sure. From Jay-Thorpe

IF you have been to London, Paris, Vienna, or Prague in years past, the name of Hélène Pessl is one you will probably remember. You will remember her fragrant, stimulating face treatments, which left you pleasantly relaxed and feeling thoroughly clean and fresh. Now, you no longer have to depend on memories, for Madame Hélène Pessl has brought her famous skin treatments to your front door—more specifically, to the salon of Émile of Rockefeller Center, 30 Rockefeller Plaza.

After a personal consultation with Madame Pessl, you drink a warm, pungent tisane to put you in the proper relaxing mood. Then, your face is thoroughly cleansed, followed by an herbal infusion.

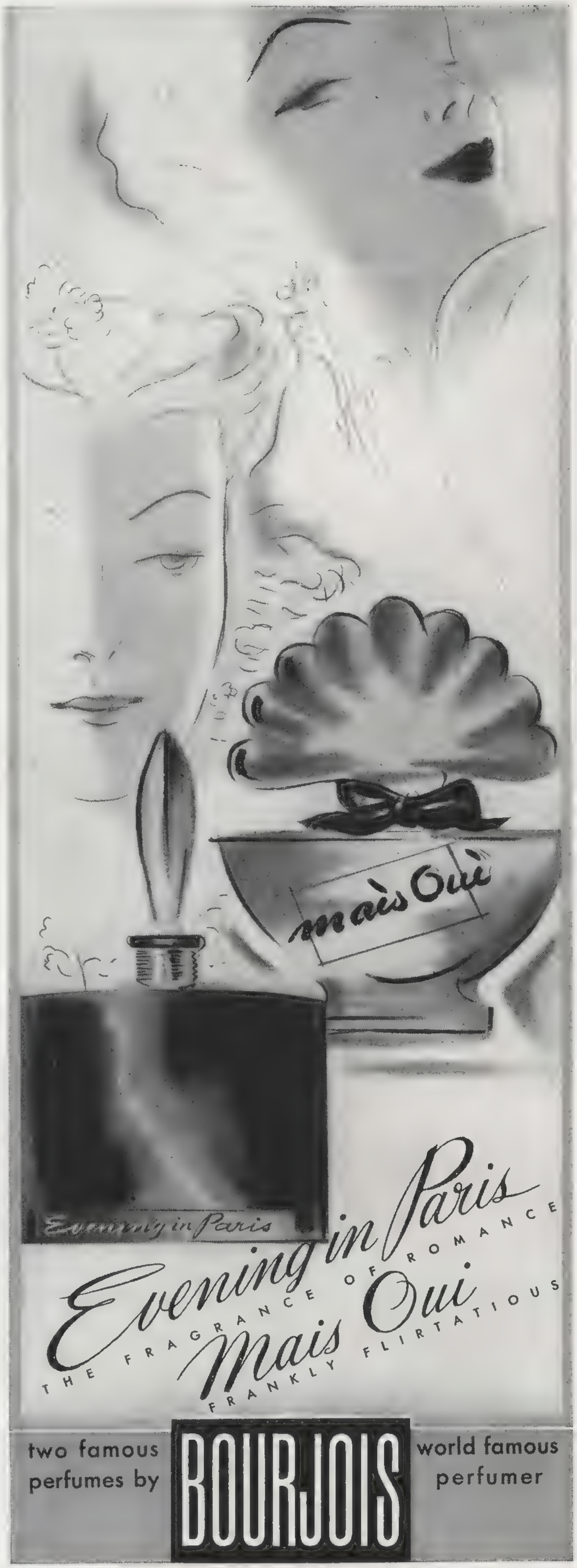
If there is a high point to this uniformly excellent treatment, we would hit upon the herbal infusion. Potpourris of herbs and flowers are blended into a fragrant, steaming brew. You bend over and let the beneficial oils bathe your face and throat. Every tiny pore gets the benefit of this oily vapour, and your skin feels softer and fresher than it has in a long time. An interesting point—Madame Pessl uses the oils of blue flowers on dry skins, the oils of yellow flowers on oily skins.

Next comes a mask, which is mixed with a basic preparation, made by Madame Pessl herself. This base prepares the skin for the mask, which may be of honey and rosemary oil, oatmeal, linden blossoms, cornflowers, or herbal mixtures—according to individual skin demands. Finally, your make-up.

All Madame Pessl's formulas are old, very old (some of them going back to the sixteenth century), down-to-earth pieces of beauty information, which she has translated and interpreted into a sound beauty régime. The creams, lotions, and herbal mixtures, and, of course, make-up are available for use at home. However, we recommend first and foremost a complete salon treatment at the hands of Madame Pessl, to show you the whys and wherefores of her treatment for you, an individual.

VOGUE STUDIOS

Alexandra de Markoff's "Introduction to Beauty" kit offers you the benisons of their Cleansing Cream, Skin Tonic, Skin Food, Crème de Beauté, make-up, and powder



VOGUE'S SPOTLIGHT

(Continued from page 66) Meredith fails to carry the lamp as the most brilliant of the younger actors. The lamp practically goes out, in fact, in the famous death scene. There, he puts together a great and startling pastiche of all the various ways to die, on the stage, ever invented by hack actors. He rolls and writhes, he tosses, and twitches, and groans until it seems impossible that any mere twist of the knife in the groin could cause so much agony. It is not until Liliom goes to a pale blue heaven, firm in his stubborn individualism, that Meredith relights the lamp.

Far different is "Lady in Waiting," Margery Sharpe's dramatization of her book, "The Nutmeg Tree." Her comic gift is Julia, a charming, easy ex-show girl, with no criteria where handsome young men are involved. Using the simplest of theatrical devices, that of letting loose on an upper class household a pretty blond woman with a mind that is a reservoir of non sequiturs, Miss Sharpe has her wiggle her way to the heart of the most eligible man on the stage—this time a Cabinet Minister. (England on the stage is always represented either by Cabinet Ministers, who have a touch of Sir Nevile Henderson in them, or by Cockneys who always seem to be like Eliza's father in "Pygmalion.") Here, of course, Alan Napier, tall, handsome, with a bony profile, jutting nose, jutting jaw, pure brute power, as the Cabinet Minister, and little Gladys George, with her daffodil yellow hair, her alert cunningness, and a sizeable bag of tricks, possess the whole gay, flighty play.

And then there is "Ladies in Retirement"—murder in the slow, non-suspense state. It has good acting, a couple of screams, a dastardly little Cockney, with chin-chucking ways and light fingers, and Flora Robson to be the housekeeper who does the garrotting in a rather lack-luster way. The delight of the play, however, is the silly-dilly performance of an Ophelia-like sister, played by Estelle Winwood, wafting around the stage until the audience feels as daft as she is. So persuasive is her daffiness that we felt much like the alienist whose patient kept brushing off imaginary butterflies. Finally, the alienist protested, complaining that the butterflies were landing on *his* coat.

But the box-office was not kind to Vincent Sheean's first play, "An International Incident"—the nearest we have ever seen to a non-existent play. Just a long gray river of dialogue, cleverly written occasionally by Sheean, who has observed the George Bernard Shaw technique of never having anything at all happen on stage, of just talking about impressive off-stage drama. In the second act, there is a lot of bother about a visiting Englishwoman, here on a lecture tour, who got bopped by a policeman's billy while watching a Detroit strike. But Mr. Sheean just talks about it. The Living Newspaper dramas, which used to be put on by the Federal Theatre, would have given us the strike, the policeman, the billy, and brass knuckles, as well as a pint of merchurochrome. It wouldn't have been art, but it would have been drama. Mr. Sheean gave neither.

THIS IS HOLLYWOOD

(Continued from page 82) room are modern, in terms of suède, and everything is a little larger than normal size. In the lobby, the walls are suède in four shades, ranging from chartreuse through deep bluish bottle-green, with draperies of heavy textured silk, and a vast window of English reeded glass. The bar is done in the same four tones of green suède, with upholstery in dark red, the colour of a ruby without a light glinting through it. This is, however, only a prelude to the supper room.

The small explosion of a Piper-Heidsieck cork is the only sound that could be completely at home in this lush scene. Tom Douglas, the decorator, has draped the room in heavy ribbed silk, dyed a pale reseda-green. The ceiling is American Beauty red, with the colour repeated endlessly around the room in the thick silk coverings of the Victorian wall sofas. With backs seven feet high, the tufted sofas wind in and out of alcoves, to make dining niches. The heavy silk, which drapes the walls in great, sculptured panels and swags, is caught back by oversized tie-backs. Ciro's is an excellent place for sirens and dangerously handsome men. The food is excellent, and Emil Coleman plays his admirable marathon music.

When Hollywood is not in the mood for this sort of hothouse formality, it goes out to Grace Hayes' Lodge. A year and three months old, it has become an institution in this town where the infant mortality of hot spots is terrific. (The Troc, for example, is closed again as this is written.) The name of Grace Hayes may not mean much to the youngest generations of night-club goers, but in your great-uncle's day she was one of the most popular single acts in vaudeville. Bright songs were her turn, and still are.

Joe Frisco, with his cigar still disintegrating, his double-entendres still exploding, is there with her. He does the act with the lady customers' hats, and should awaken memories, if Grace Hayes doesn't. The clientele, with a good portion of the more jovial movie people, has flavour. Most of them come to see fantastically good mimicry of themselves by Peter Lind Hayes, Grace Hayes' son. He is a virtuoso on Laughton and Colman. Somehow, you applaud every number, you sing "When Irish Eyes Are Smiling" into the wandering microphone (only they'll ask Colman instead of you); and you stay until morning.

The secret of the Lodge's success is simple. Most of the entertainers are old vaudevillians. They're at home in a crowd. You'll realize, next day, that they haven't done anything so terribly clever, except to treat you like a baby.

Hollywood, as you have already heard, is mad for the new topical revue, "Meet The People," which may be coming to New York. Through word-of-mouth pub- (Continued on page 102)

Roses-and-Spice FOR REMEMBRANCE

An unforgettable aura of crushed rose petals and tangy spice—fragrantly

symbolic of this flower-laden season. A spirited, refreshing fragrance that complements the lyric loveliness of spring. A lingering

fragrance to be used with gay abandon, to accent your American vivacity and charm. Three sizes, in quaint, old-fashioned bottles. Also,

in hand-painted reproductions of old

Stiegel glass.

*Trade Mark Reg. U. S. Pat. Off. SHULTON, INC., ROCKEFELLER CENTER, 630 FIFTH AVENUE, NEW YORK CITY

Georgia Carroll, wears
Coolaire for Summer posing

Summer in the studio . . . hot lights . . . perhaps even a mink coat to pose in . . . yet models must always look lovely, fresh and smart. The porous mesh Lastique** of Coolaire is cool and resilient as your own skin. Yet it molds you to the high bosom, the long, lithe torso that you must have to wear the new "Mermaid" silhouette beautifully. Do as the charming girls you see in pictures . . . wear Coolaire for Summer chic and comfort. The new designs are waiting for you now . . . at your favorite store.

Girdles and Combinations
$5 to $15

Combination of cool, wispy lace Lastique. Porous as your own skin. Raising your bosom to give you the long torso of the "mermaid" silhouette, molding waist, hips and thighs to a smooth column of flawless loveliness. $10. Matching girdle, $7.50

FLEXEES, 417 FIFTH AVENUE, NEW YORK
CHICAGO • DALLAS • BOSTON • TORONTO • LONDON

*Reg. U. S. Pat. Off. **Trademark

THE WORLD'S LOVELIEST FOUNDATIONS

THIS IS HOLLYWOOD

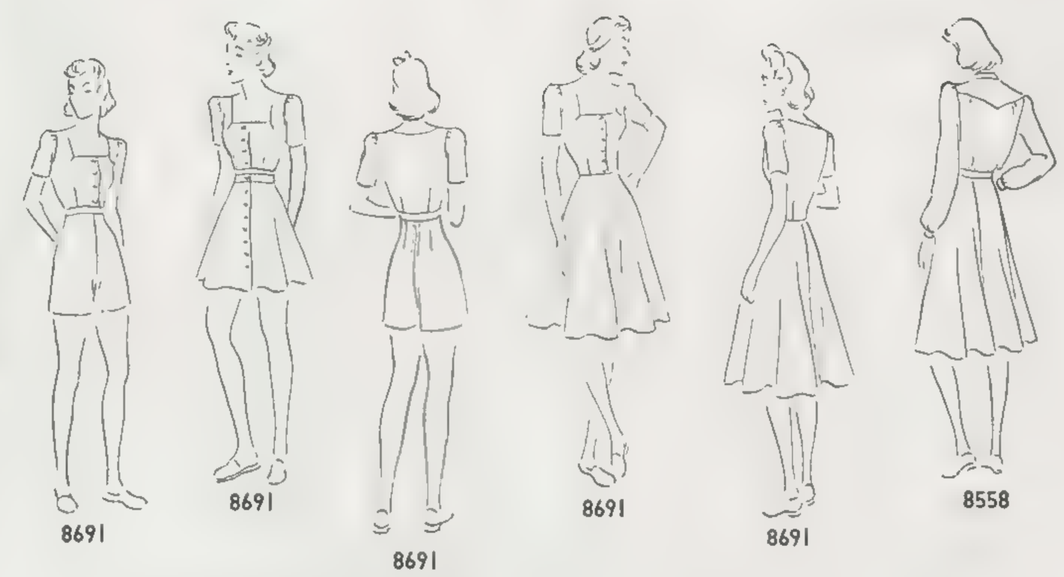
(Continued from page 100) licity, it regularly has long lines at the box-office window. It has more pace than any revue for a long time, and the numbers come tumbling out on top of one another, as if they had been shot from one of the government's new Garand machine-guns. And they're good. You will feel sheepish, perhaps, for applauding so loudly and with such new enthusiasm.

The audiences applaud the scene of "Miss Hollywood Asleep," with nineteen-year-old Fay McKenzie in a black lace movie-siren nightgown, draped across a lush ruffled white bed. They cheer Virginia O'Brien, a year out of high school, and singing, with a marvellous new dead-pan technique, melancholy torch-songs like "The Stars Remain." But most of all they love Bernice Parks, singing "Sugar Hill," which is pure low-down Harlem moaning, in the hit scene of the show. Once a dancer with the Boston Opera Company and the Mordkin Ballet, she has suddenly become a singer. She dances, however, in another scene, in a swirly ruffled rumba dress to a thudding tune called "Chi Chi Costananga."

The wit of "Meet The People" is acid and good-humoured at the same time, if it is possible—a combination rather like lemon-drops. The tag lines are magnificent. It is being staged at the Hollywood Playhouse, with an orchestra of two pianos, led by Leon Belasco, whose orchestra used to be at the St. Moritz in New York.

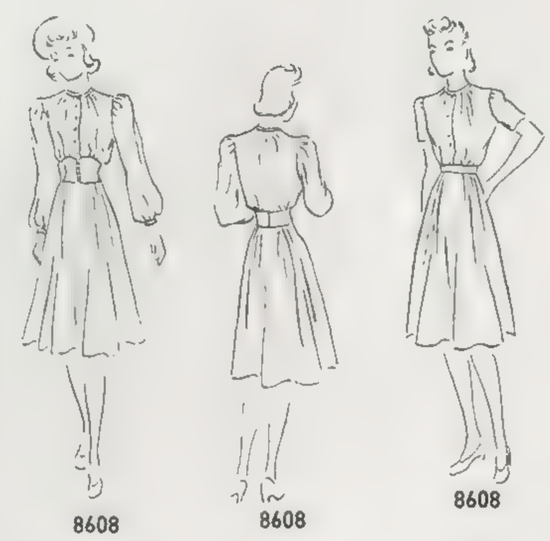
With its own revue, its nightplaces, and its diverting games, as lighthearted as a boy running down a California beach, Hollywood is the best possible companion now for the East.

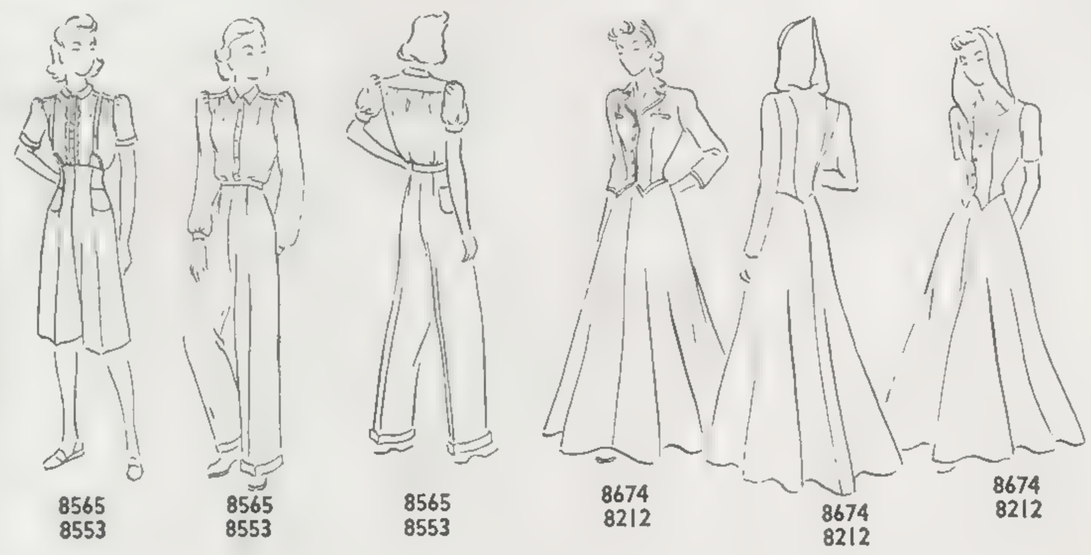
DESIGNS FOR DRESSMAKING



These are other views of the Vogue Dressmaking designs on pages 92 and 93. Designed for sizes: 8674, in 12 to 20, 30 to 38. 8565, in 12 to 20, 30 to 40. These "Easy-to-Make" designs in sizes: 8553; 25 to 32 waist. 8212: 25 to 36 waist. 8608 and 8691: 12 to 18, 30 to 36. 8558: 12 to 20, 30 to 44.

These are the fabrics shown: Everfast waffle piqué; Reichenbach voile. Poplin by W. E. McKay. Fluegelman's striped shirting. Everfast Riviera cotton crash





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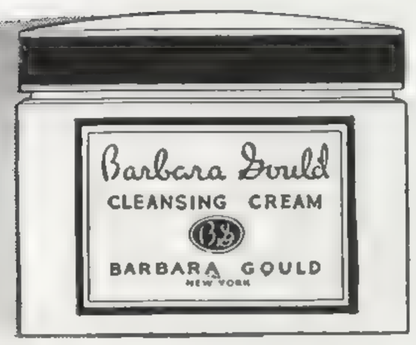
Dry Skin MUSTN'T BE "Dry-Cleaned"!

You're lovely when your skin is not only immaculately clean, but soft and smooth with the natural moisture it needs *and must have* for fresh loveliness.

If your skin is dry, Barbara Gould Special Cleansing Cream does a wonderful job of skin-cleansing—and *leaves the natural moisture in your skin.* It softens as it cleanses; delightfully refreshing!

You know, you have to be *careful* about cleansing dry skin. This cream was created to give your type of skin exactly the care it needs.



FOR *DRY* SKINS—Barbara Gould Special Cleansing Cream $1. & $2.

FOR *OILY* SKINS—Barbara Gould Cleansing Cream . . $1. & $2.

Barbara Gould INC.
NEW YORK

ADD ONE SIMPLE STEP
TO YOUR BEAUTY ROUTINE WITH
Bellin's Wonderstoen
Dry-Method Hair Eraser...Painless...Odorless

For lovely legs gleaming through smart, sheer hose . . . for arms smooth as satin . . . for a gay, young, well-groomed look . . . use the magical rose-tinted disc of WONDERSTOEN that swiftly erases unsightly hairs.++It's safe. It's odorless. It can't burn because it has no acids or irritants. It can't leave a stubble because it doesn't cut the hairs . . . just rubs them off swiftly—painlessly. When they come back . . . a quick once-over with your WONDERSTOEN, and they're gone again in a jiffy!++BELLIN'S WONDERSTOEN isn't new, fastidious women have been using this quick dry-method of erasing hair for more than 30 years. It's the gentlest, pleasantest way to remove hair. And it adds next to nothing to your beauty budget, because a single disc of WONDERSTOEN lasts and lasts for months.

WONDERSTOEN for Arms and Legs $3.00
WONDERSTOEN for the Face $1.25
On sale at drug and department stores.

Bellin's Wonderstoen Co.
1140 BROADWAY, NEW YORK CITY
Write for fascinating booklet "V"

PRIVATE LIVES OF COTTON

Cotton—answer to Summer Occasions. Perfect for the things you want to be especially fresh and cool and, above all, washable...girdles, brassières, négligés. Here are some of the gayest and youngest. All are from Macy's

(Above) Summer-thin, but controlling—pantie-girdle of pink Wamsutta Lustercale with "Lastex." Brassière to match

(Farright) Polka-dotted starched voile, with sections of net with "Lastex." Imported brassière of sheer mousseline de soie

(Right) Flowered voile lined with net, lightly boned; with net ruffle. Talon-closed. Elastic-and-mousseline de soie bandeau

(Above) Cool-as-a-breeze négligé of aquamarine-and-white matelassé organdie, trimmed with cut-out daisies

(Right) Blue-and-white shirting négligé, with a full-length Talon fastener. Cool solution for dinner-at-home

A bit of silk a bit of lace and beaucoup Sachet
SACHET
Sachet DJER-KISS KERKOFF
There's nothing more enchanting than an invisible halo of DJER-KISS SACHET fragrance. And don't just let sachet languish in lingerie . . . use it as freely as your spirit urges . . . make huge sachet bags to hang among your frocks . . . toss it in your kerchief cases . . . swish it around your hat boxes. DJER-KISS SACHET is so subtly fragrant, so delicately elusive that a whiff of it makes a world of difference in the way you feel . . . and as you feel, so do you look.
An old world lace village was the inspiration for the charming, fluffy, REFILLABLE Pillow (there's an open pocket au derrière) that nestles close to the bottle of DJER-KISS SACHET, to complete this colorful package. You'll want to buy several to give and to keep. It is specially priced at $1.00.
DJER-KISS
by KERKOFF
Just tilt the pocket and pour the sachet. Voila! Refills easily and cannot spill.

Carnival Red

THE NEW

LIPSTICK BY CHRISTY

. . . a clear, joyous, dancing red—inspired by the bewitching gayety of Carnival Night in romantic Rio—

. . . a breathless, carnal red without the slightest hint of orange or blue—

. . . Carnival Red has been developed from the lovely, popular Christy 3X shade and is the newest, most radiant and fascinating creation of this master color-stylist—

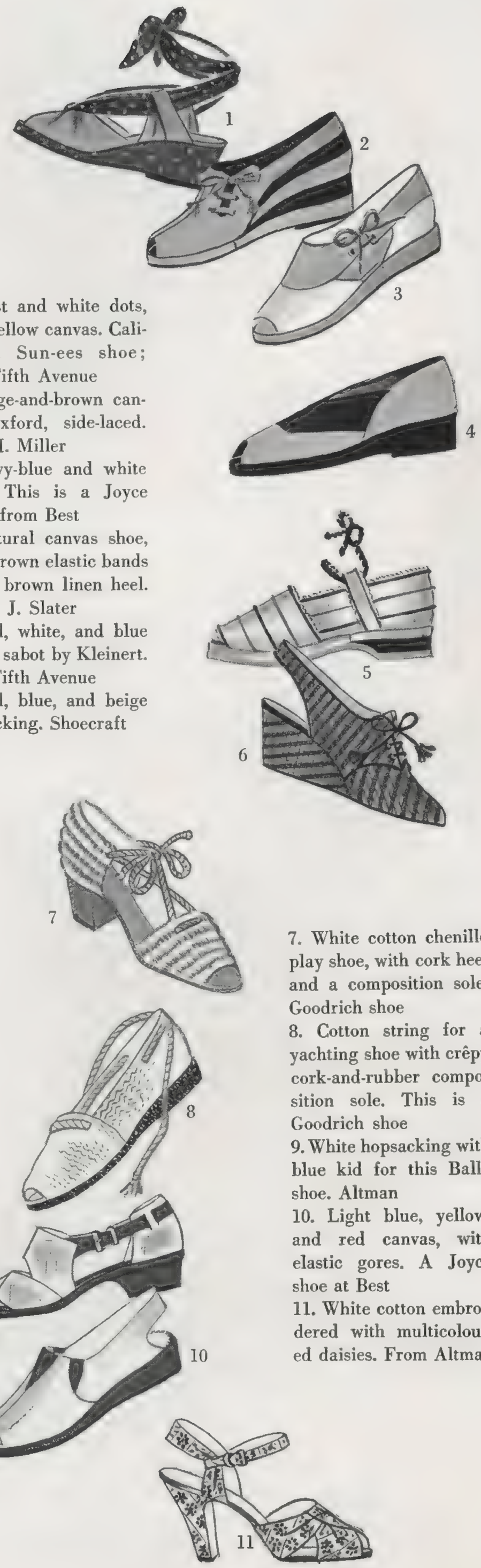
. . . seven additional Christy lip shades assure the perfect foil for any type of gown, any lighting effect, any occasion.

$1.00

Christy

"LIPS THAT TOUCH CHRISTY STAY LIPSTICKED" . . . .

COTTON PLAY SHOES



1. Rust and white dots, with yellow canvas. California Sun-ees shoe; Saks-Fifth Avenue
2. Beige-and-brown canvas Oxford, side-laced. From I. Miller
3. Navy-blue and white duck. This is a Joyce shoe; from Best
4. Natural canvas shoe, with brown elastic bands and a brown linen heel. J. and J. Slater
5. Red, white, and blue cotton sabot by Kleinert. Saks-Fifth Avenue
6. Red, blue, and beige hopsacking. Shoecraft
7. White cotton chenille play shoe, with cork heel and a composition sole. Goodrich shoe
8. Cotton string for a yachting shoe with crêpy cork-and-rubber composition sole. This is a Goodrich shoe
9. White hopsacking with blue kid for this Bally shoe. Altman
10. Light blue, yellow, and red canvas, with elastic gores. A Joyce shoe at Best
11. White cotton embroidered with multicoloured daisies. From Altman

Event

Why not give in to the persuasion of this trim, smooth-mannered Mercury Club Convertible? Here is a big, powerful "eight," long and low and clean of line—a joy to drive. A car that travels silently and smoothly on concrete or cobbles—with an effortless way on the road that makes each trip an event. • The Club Convertible's top is automatic—rises or lowers at the touch of a knob. Hospitable seats in rich top-grain leather give comfort to five—all under shelter. As in the four other Mercury body types, a handsome blue-and-silver-tone instrument panel keys the interior styling. • So easy to handle, so graceful (and so thrifty) is this big Mercury 8 that its success has been unprecedented. Investigate its possibilities as *your* personal car.

White sidewall tires at slight extra cost

De Luxe Ford Station Wagon, especially useful on estates. Combines style and utility. 85-hp V-8 engine. Genuine leather seats. Safety Glass. Many sedan conveniences. (White sidewall tires extra.)

Mercury 8

Built by the Ford Motor Company—distributed by Mercury, Lincoln-Zephyr and Ford dealers

Louis Philippe presents . . .

Utterly Natural and Glamorous! Gives You Soft, Warm Loveliness That Men Adore!

YOU don't need to be a make-up expert to get a thrilling effect with the wonderful, new Louis Philippe soft-pressed rouge. It's a dry rouge with a creamy texture. *Soft-pressed* by a special process, it is soft, rich and velvety all through. That's why it spreads on your cheek so smoothly and evenly, blending to a soft feather edge that's utterly natural. You can scarcely detect where the color ends!

And that warm, inviting color stays true — even in glaring sunlight. For like Louis Philippe Face Powder and Lipstick, this rouge comes in glowing tones that won't turn cold and hard. Exquisitely glamorous night or day!

You'll be proud to carry this rouge in its gorgeous red enamel, golden metal case, like a jeweler's creation.

For exciting glamour . . . *today*, buy this new complete Louis Philippe Make-up—ask for harmonizing shades of Rouge, Lipstick and Face Powder by the same color number. *Tonight*, have adorably soft, warm loveliness!

LOUIS PHILIPPE

GIVES YOU NIGHT-TIME GLAMOUR IN THE CRUEL LIGHT OF DAY

LYNN FONTANNE AND ALFRED LUNT

(Continued from page 72) white plaster over wood, with green shutters, an iron roof, and five chimneys. Charles Dornbusch was the architect. There is an asphalt courtyard with a big oak in the centre. Entrance to the courtyard is through a gateway copied from a Stockholm model—limestone pillars and wrought-iron gates.

It's when you begin explorations of the interior that you're aware that the personalities of the famous stage couple have gone into the creation of this beautiful and imaginative structure. "We don't want," Alfred said to Claggett Wilson, the designer and decorator, "a house that looks like it's been decorated, but one that seems to have been lived in for years." And Lynn Fontanne said, "I think living in a modern house all the rest of my life would be just like sitting nude forever in the centre of a huge white dinner-plate."

THEIR HOUSE IS GOOD THEATRE

When Mr. Wilson's job was done—it will probably never be really done, because the Lunts are always getting new ideas—Richard Whorf, one of the dependables of their Acting Company, wandered all over the place, wide-eyed, and he finally said: "My God! Every room's a stage-set! And why not? Why not? They're both actors, aren't they?"

The immediate and general effect is one of a great abundance of crystal and mirrors, of tufted and etched carpet, scenically decorated walls, damask hangings. The colours used are bright, clean, clear flower tones, and the whole feeling is one of gaiety. Most of the house is done in French Restoration style, about 1820. There is carpet in every bathroom. "Guests," explains Alfred, "don't like to put their bare feet on cold tile." The bathrooms are muraled, and some of the panels depict birds swinging from strands of ribbon in garlands of flowers. The Lunts' own bathroom has been marbleized.

The furnishings came from everywhere. From art galleries and junk-shops. From Sweden, Spain, Italy, Hungary; from Fifth Avenue and Third and Second Avenues. Numerous pieces were the gifts of friends. The whole of it gives the effect of an eighteenth-century Swedish interior. There is a porcelain Swedish stove in each of the five bedrooms, and these came from Stockholm by permission of the Swedish government.

The living-room is a re-creation of something they saw in a book of old Swedish manor-houses. The background is off-white, and the floor is covered with a scrolled, tufted carpet the colour of a gilded chamois. It has a sapphire-blue velvet sofa, an antique Swedish mirror, and a table with a Sèvres porcelain base. There are two white Hepplewhite chairs, two Victorian coral-velvet chairs, two American Regency chairs, and a Queen Anne table in black and gold.

A huge mural, in shades of yellow and orange, above the fireplace shows Elijah going up to heaven. The mural, painted by Wilson, goes on to cover the ceiling with angels and clouds. The long draperies at the windows, which form three sides of the room, are Chinese powder-blue, with hand-made lace Victorian curtains of a bridal-veil fineness. The feeling of the room is gold, blue, and white. The lavender delft tiles around the fireplace were salvaged by the roving Mr. Wilson as they were being thrown away by workmen on a wreckage job in Maine. The living-room chandelier is something they prize—a Swedish antique of rock-crystal.

The dining-room—the style is baroque—has white walls, with silvery-pink-grey curtains, and, over the tiled fireplace, the Lunts' collection of delft and Lambeth polychrome pottery, which they have gathered from all over the world. Mingled with the pottery are small Chinese pewter figures in western dress, quite old. The chairs on either side of the fireplace are unique; their seats are done in blazing colours, in the signs of the Zodiac, worked in petit-point by Mrs. Harriet Sederholm, Mr. Lunt's mother, and by Mr. Lunt's sister. The floor is unfinished white oak, to give a rustic character to the room. The ceiling, as are most of those in the house, is painted, with carved cornices in a three-feather design. The kitchen is tremendous, practical and gay.

Their bedroom is charming. It's a Swedish version of the French restoration. There are crystal side-lights beside the large, canopied double bed. The wall-paper—antique, French, and floral—is cut out and arranged in panels. The carpet is tufted and hooked in large wreaths and geometric design.

Miss Fontanne's dressing-table is set into a three-sided bow-window. Running up the wooden parts of the window are tubes of fluorescent light, which go to the hand-blown glass flowers forming the garland over the window. They are all colours and startlingly effective at night. The tubes of light give an accurate make-up illumination, as well as a brilliantly soft decorative light.

MRS. SEDERHOLM, MAINSPRING

All the beds in the house are exquisitely canopied, the work of Lynn herself. She also arranged the cupboards, with their shelf edgings of red-checked gingham, and upholstered the other house, known as the "little house." It is occupied by Mrs. Harriet Sederholm. This structure is of the peasant variety, while the big house is on the order of that of Swedish nobility. The gaiety of the "little house," formerly the chicken-house, is in keeping with the spirits of Mrs. Sederholm, who is obviously the centre about which the whole house revolves. She is seventy-eight, came from Maine, and is completely indomitable.

Miss Fontanne says her mother-in-law is the most chic person she has ever known. She is small, slender, and incredibly straight, with a magnificent and mordant sense of humour; the Dobermann Pinscher, Nebs (short for Nebuchadnezzar), is her watch-dog, and is nearly as large as she.

During their holidays at Genesee Depot, the Lunts often retire at eight-thirty P.M., or thereabouts. But not Mrs. Sederholm. She is a stay-up. Her idea of the proper bedtime hour is something past midnight. There's great attachment between her and Alfred. They're always having coffee together and talk with all the zest and animation of people (Continued on page 110)

PETAL WHITE CRANE'S NEW WEDDING PAPER

LIFTS THE WORDS ON YOUR INVITATION TO NEW LEVELS OF DISTINCTION

The words on your wedding invitation are fixed by form and tradition. You have little choice; but these words take on different degrees of formality, according to the paper you choose. When printed on Crane's new and beautiful Petal White paper, from an engraved copper plate, they speak for you with complete assurance.

Crane's genius for styling fine papers — acknowledged by generations of people of good taste — comes forward to provide you with a paper that is a joy to behold and a pleasure to use. Its texture is as exquisite as the material in your wedding gown; its whiteness as subtly toned as the petals of the flowers you will carry on your wedding day. Your stationer has this new Crane paper, in three accepted sizes for invitations and announcements, and a wide array of other fine papers by Crane to complete your paper trousseau. You will be pleased to discover that Crane's costs little more than papers of lesser quality; affords you much more satisfaction and distinction. *Let the Crane mark in paper be your guide.*

Crane's
FINE PAPERS

MADE IN DALTON, MASSACHUSETTS SINCE 1801

Try before you buy

Why not? Why not exercise the same privilege in the purchase of the lipstick to wear with your new frock that you do with your hat?

You want to try on a hat before you buy it. See it from the front, in profile and in the back—make sure it is not only smart, but becoming to you, and that it "does something" for your coat or dress.

Now you have the same opportunity to try your lipstick, rouge, eye shadow, face powder—make sure they are becoming both to your complexion and to the frocks with which you will wear them. You end "blind buying"; stop wasting money on colors you can't use.

The same privilege is brought you on cleansing cream, night cream, powder base, et cetera. You have the opportunity to use them to prove to your complete satisfaction that they are right for your type of skin.

There's no charge for this service. It is a natural part of Beauty Counselors' program of Sensible Skin Care—the Counselor who calls at your home helps you determine what type of treatment your skin type should have, then leaves you a free "Try-It" kit containing the essentials of that treatment.

The Counselor nearest your home will bring you this free of charge. If you are not acquainted with her and would like to try four preparations, send 10c, to cover cost of packing and mailing, to BEAUTY COUNSELORS, INC., Detroit, Michigan—Windsor, Ontario.

SENSIBLE beauty counselors SKIN CARE

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Beauty Counselors, Inc.
Detroit, Michigan
Dept.D

I enclose 10c to cover cost of packing and mailing one "Try-It" package containing face powder, cleansing cream, powder base and night cream or astringent.

My skin is (check):

Normal_____

Oily_____

Dry_____

Part dry—part oily_____

Name_____

Address_____

"UNDER TWENTY" CLOTHES

FOLLOWING IS A LIST OF SHOPS THROUGHOUT THE COUNTRY WHERE YOU MAY FIND THE CLOTHES ON PAGES 88-89.

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LYNN FONTANNE AND ALFRED LUNT

(Continued from page 108) who have more to say to each other than they can ever get said.

Alfred Lunt and Lynn Fontanne try, but without notable success, to talk little of the theatre at Genesee. They find their days pass quickly. He gets exercise from sawing and stacking wood, and he tends the vegetable-garden, where they have tomatoes, lima-beans, eggplant, peppers, and squash. Also apples, in a big orchard. Her job is the flower-garden. She likes fishing and often goes alone and sits for hours on the banks of one of the countless Wisconsin lakes, trying for bass, pike, pickerel or anything, and everything.

STARS IN THEIR OWN RÔLES

Lynn always has her breakfast on a card-table in the living-room. She reads a great deal. No little time is spent in the care of her teeth. And her tooth-brushes. She has exactly thirteen brushes, and she does her teeth twice daily, using the entire lot. Between usage, she lets the brushes dry in the sun. The Lunts, as is pretty generally known, are wonderful in the rôles of host and hostess, in New York and in Wisconsin alike. In Genesee, they serve guests beer or ale at luncheon; cocktails, wine, and high-balls in the evening. They know good food, and they like it; and they regard with definite suspicion any guest who doesn't eat and eat a great deal. Swedish hamburger is one of their specialties, and is often made by Mr. Lunt.

The Lunts call their place a farm and let it go at that. But to all Waukesha County, it's an estate. They have a pool—paid for, I believe, from the considerable returns of "Design for Living." They've probably thought of a croquet ground for the exclusive use of Alexander Woollcott, but such a gesture would come as a costly item.

A FARM, BUT NO LIVESTOCK

It's a rolling terrain, this land of the Genesees. A "farm," if you insist, but one without barn, silo, or tractors; without cows, chickens, pigs, or pigeons. The only animals I saw in two days were Lynn's devoted dachshund, Elsa, and Nebuchadnezzar. No livestock at the moment, but wait! During 1940, they may put in sheep. That's the idea of the cook, Margaret Richards, who came on from South Dakota to visit an aunt, liked the village and her new job, and never went back.

Such, then, is the Wisconsin set-up of the man and woman whose partnership, both in and out of the theatre, is one of success and rare happiness and who, by their own native gifts and years of hard work, have come to be recognized as the foremost acting team in the history of the American theatre.

I give you Mr. and Mrs. Alfred Lunt of Route 83, town of Genesee Depot, Wisconsin.

Please Reserve the Evening of May 9th at 9 o'clock for a

GALA FRENCH FÊTE

at the Ritz-Carlton Ball Room
under the auspices of the

UNITED COMMITTEE FOR FRENCH RELIEF

Living Tableaux

Living Tableaux, arranged by well-known artists, will display new and original fashions by the Haute Couture of Paris. These models were especially created for this charity to aid needy civilians and refugees in France.

Actors and Actresses

Actors and actresses from current stage productions will lend their talents to entertain you. And, at the end of the evening, these new Paris creations will be sold in the Ritz Ball Room to the highest bidder in a history-making auction.

AMONG THOSE PARTICIPATING ARE:

Alix	Lucien Lelong	Agnès	Maria Guy
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Bruyère	Maggy Rouff	Descat	Reboux
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Schiaparelli will make a dress to your order if you hold a winning ticket.

Tickets will be $5.00 each

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UNITED COMMITTEE FOR FRENCH RELIEF

610 Fifth Avenue, COlumbus 5-8026

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DOBBS Summerlites

DOBBS Fifth Avenue PARK AVE. AT 53RD ST.
AND AT FINE STORES EVERYWHERE

NIGHT-BLOOMING COTTONS

Long-torso dress of navy-blue and white matelassé cotton—one that stays crisp in sea-air at shore or on ship. White organdie edges neck, sleeves, tiers. Less than $20. Macy's

Nutmeg-brown and white dotted Swiss dress. (You might have several cotton evening dresses, so that you can change off frequently.) White grosgrain banding and belt. $22.95. Altman

Black-and-white polka-dotted cotton with a romantic double-ruff of white organdie. Another of the cottons that get along with lots of soap and water. $22.95. This, too, at Altman

perfectly corseted . . . yet, "corset-free"

Achieve the fashionable Scissors Silhouette: Breasts high and separated; waistline in; hips trimly tailored, yet be "corset-free" to move with easy poised gracefulness. This sounds impossible but actually comes true the instant you slip into a

PANEL-ART GIRDLE

A Formfit

CREATION INSPIRED BY SCHIAPARELLI

PANEL-ART GIRDLES $5 TO $12.50

THE SCISSORS SILHOUETTE

breasts high and separated
waistline intriguingly slender
hips trimly tailored

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Supple capeskin in every color important in the season's fashion news. About $1.50 at leading stores, slightly higher in Canada. Fan-Fair is just one of the latest Criterion creations . . . . . see them all . . . there is one for every costume and occasion.

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Stylists of belts for women

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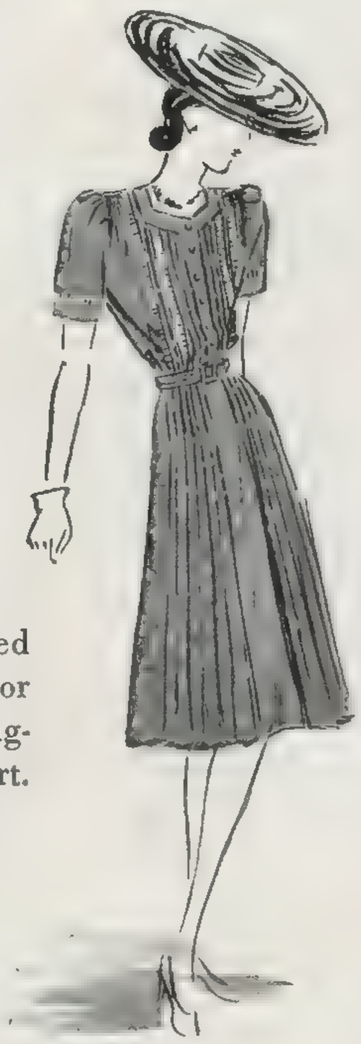
*Reg. U. S. Pat. Off.

THEY LOOK SO FRESH

Cool shopper in grey-and-red Lorraine checked cotton jacket-dress. Grey trimming. $7.95; Jane Engel



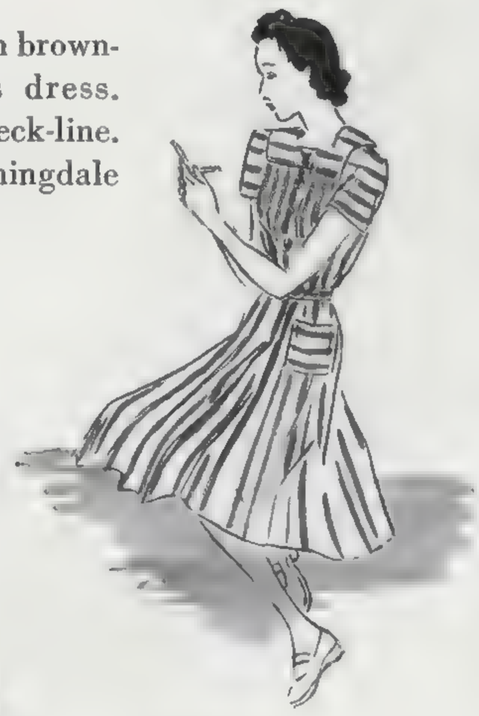
Grey-and-blue printed crease-resistant voile for summer afternoons. Faggoted bodice. Pleated skirt. $19.95; from De Pinna

Striking red-and-white McKay cotton seersucker; $5.95. Bright red cotton corduroy jacket; $5.95. Both from Saks-Fifth Avenue

White piqué evening dress and ruffled, fitted jacket printed with fresh pink and blue flowers. $22.95. Find this at Lord and Taylor

THEY COST SO LITTLE

DuPont spun rayon brown-and-white sports dress. Square yoke and neck-line. Around $4. Bloomingdale



Woven-striped cotton broadcloth in clear green and white. Full-length fly-front closing. Under $4; Macy's

Checked blue-and-white Pacific Mills cotton bathing-suit. Shaped waist, full skirt. $2.95; Bloomingdale

White acetate rayon dress, leather buttons, cardigan neck. Kay Dunhill dress at Franklin Simon. About $8

Printed voile morning-into-afternoon dress of Sanforized cotton. Convertible neck-line. Full skirt. $10.95; Altman

tom boy says . . .

TAKE TO SUMMER IN DOTTED SWISS

Frocks of fine, sheer dotted swiss (pre-shrunk), as cool and fresh as ever a summer frock can be.

To the left—A tailored, button-front model with a wealth of fine tucking detail, set off with good-looking buttons. $7.95

To the right—A touch of ric rac braid and soft shirring. Notice the new slit pockets in the rippling skirt. $7.95

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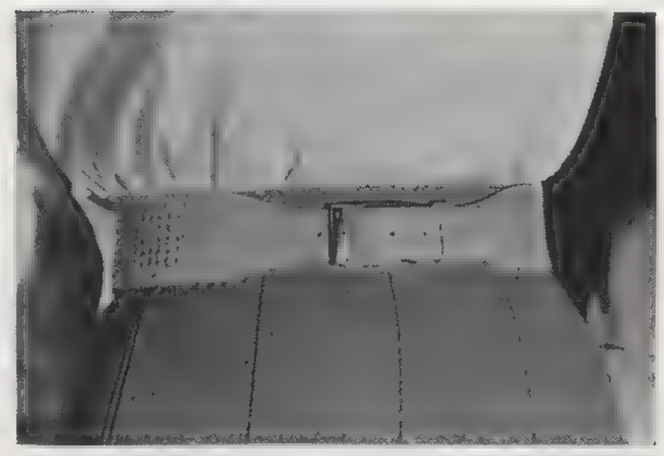
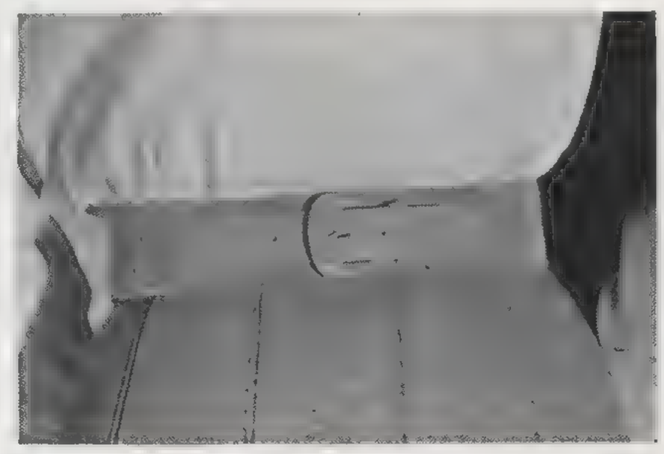
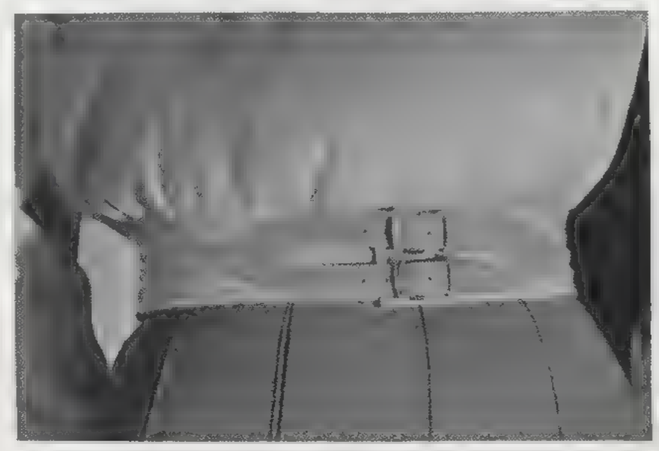
SUMMER CIRCUITS



You want a light belt for your slacks—one like this, perhaps, of natural-coloured woven hemp, with a simple buckle of tan calfskin and metal. Lord and Taylor has it



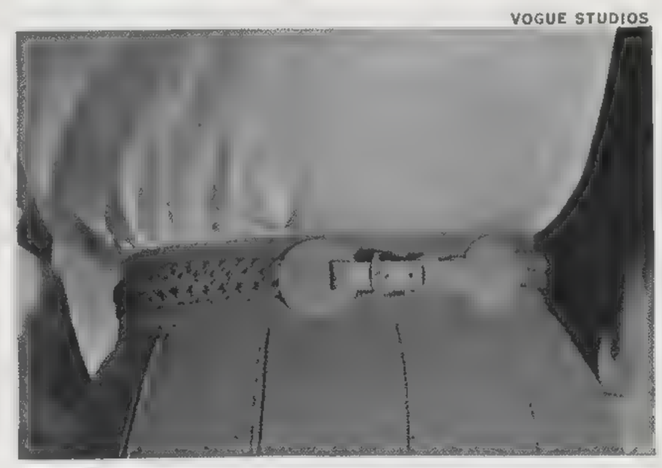
One for your white or bright sports dresses—this natural-coloured, woven hemp belt, with a bright red calfskin buckle, neatly stitched. You'll find it at Franklin Simon



Sometimes you like a wide belt for your shorts—this, for instance, of white cotton webbing, with a double buckle of stitched, butter-yellow calf. This is from Lord and Taylor

One for your sports clothes—this wide belt of white webbing, with a buckle of tan calfskin. Ingeniously placed elastic makes it stretchable. At Franklin Simon

VOGUE STUDIOS



If you like a bright-coloured belt with your slacks—here's a narrow one of green cotton string. At Altman • All the belts on this page are designed by Criterion

BACHELOR BUFFET SUPPER RECIPES

HERE are recipes for some of the bachelor buffet dishes mentioned on page 81. Other recipes are available, and if you are interested, write to Vogue's Hostess Department for them, enclosing a stamped envelope, and they will be sent to you.

FISH GUMBO

This is Monsieur Pierre Dutel's own recipe for his justly-famous fish gumbo, a dish he often serves as first course at buffet suppers.

2 cans of vegetable soup
One quart of water
5 finely chopped green peppers
2 bunches of celery
1 pound of chopped mushrooms
1 pound of chopped okra
24 oysters—cut in small pieces
24 clams with their own juice—cut-up
1 pound of crab meat
1 pound of lobster meat
1 pound of cooked shrimp—shelled

Add the water to the vegetable soup and bring to a boil. Add peppers, celery, and mushrooms, and allow this to cook at least an hour. Then add the okra, and put the soup on the back of the stove to simmer for two or three hours, adding water as needed.

Mix together the oysters, clams, crab and lobster meat, season well with pepper, thyme, laurel, and bay-leaves and caraway-seeds. Add all this to the gumbo, together with the shrimp, and cook all together for half an hour.

Serve very hot over rice which has been cooked in boiling salted water for about twenty minutes. Serve with brown-bread-and-butter sandwiches.

HOT MUSHROOM SANDWICHES

To start the evening off in high gear, one of our bachelor hosts suggests a cocktail canapé which is different and delicious.

Hot mushroom sandwiches are made of very finely chopped mushrooms, sautéed in plenty of butter. Add heavy cream to make a paste, and season to taste. Slice the bread very thin, butter it, and spread it with the mushroom paste. Toast and serve very hot.

NORWEGIAN MEAT BALLS

For a main item, to be accompanied by salad and cold meats, a bachelor suggestion is Norwegian Meat Balls.

1 pound of top-round beef
One-half pound of pork
1 onion—grated
4 zweibach biscuits—crumbed
2 tablespoonfuls of flour
Salt and pepper to taste

Have the meats ground together. Mix the meats with the other ingredients and add about one and one-third cupfuls of milk gradually, using just enough to form a good mixture. Form into small balls, fry and simmer them with a little water for about ten minutes.

QUICHE À LA LORRAINE

This is a dish which might well accompany the main item of a supper, yet its popularity would allow it to be the pièce de résistance by itself.

Quiche à la Lorraine is an unsweetened custard pie, which is flavoured with chopped ham, parsley, and chives, and is cut and served as though it were a pie.

FROZEN CHERRIES

For a crowning point to a supper, here is a dessert which is a bachelor's favourite:

To make it, take a can of large black pitted cherries and place the entire contents of the can in an ice-cream freezer from which the dasher has been removed. Freeze in a mould, and serve with whipped cream, which has been generously flavoured with brandy.

PÊCHE FLAMBÉE

Although one of the ingredients in this recipe (the cherry bounce) is not easily available these days, nevertheless, it is possible to make this dish as deliciously without it.

In a chafing-dish, put boiled fresh peaches, or cold peaches preserved in glass. Cook them in a sauce made as follows: one tablespoonful of wild bramble jelly (available at Maison Glass); one tablespoonful of kirsch d'Alsace; one tablespoonful of Vieux Calvados du Valle d'Ange; one tablespoonful of cherry bounce; one tablespoonful of good apple-jack; two tablespoonfuls of brandy. Ignite the brandy as it is brought to table.

BROWNED ARTICHOKE HEARTS WITH HOLLANDAISE

This recipe is the invention of a bachelor who plans his meals as strategically as a general plans a campaign, and who also has a fine eye for economy.

Inexpensive canned artichoke hearts are generally so mottled that they are not attractive unless they are covered with sauce. A successful dish can be made from them by placing them standing or lying close together in a baking-dish, sprinkling the interstices with bread-crumbs. After pre-heating the artichokes, cover them with a thick Hollandaise sauce, and sprinkle this in turn with a little grated American cheese, and a dash of paprika (for the looks). Then brown the whole dish together, and serve as it comes from the oven.

BŒUF STROGANOFF

This is a Russian recipe, and to make it cut one pound of lean beef into short thin strips. Roll them in flour which has been mixed with salt and pepper. Brown in fat, and remove. Add two cups of hot stock, stir well, and bring to a boil; add one tablespoonful of tomato-juice, 2 tablespoonfuls of sour cream, salt and pepper to taste. Bring again to a boil, and add the meat; simmer for fifteen minutes.

Serve the meat with the sauce, and add some fried onions if you wish. This is served with rice, which has been cooked in consommé and mixed with green peas.

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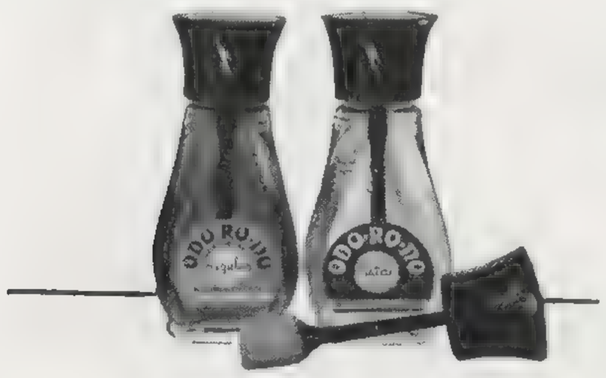

MENU OF THE FORTNIGHT

by Bertina Foltz

EACH time we go to the Voisin to lunch or dine, which is as often as we can get there, the food is so superb that the temptation is to do ourselves almost too well. When we were planning Vogue's Menu of the Fortnight, our mind's eye was already set on the beautiful hors-d'œuvres, then perhaps the duckling that the Voisin does so well, then.... But Mr. Mueller, who, together with Mr. Jandorek, has guided the destinies of the Voisin for some twenty-five years, had other ideas, and every one of them good.

He feels that when people are in an exploring mood, they like new combinations of food, as well as new dishes, and, if they have an eye to reproducing these dishes for their own tables, they like them to be on the simpler side. Upon these sound principles, he based the following menu, which we consider a triumph of distinction. The menu itself was beautifully written out on a little gilt-edged card, which we shall treasure in our memory-book forever. And we envy any one the opportunity of having this meal for the first time.

LUNCHEON MENU OF THE FORTNIGHT
AT RESTAURANT VOISIN

Boiled Shad Roe
Sauce Hollandaise
Parsleyed Parisienne Potatoes
Fried Squab Chicken, Viennoise
Cucumber Salad
Baba au Rhum, Voisin
Café

The boiling of the shad roe, as opposed to broiling, retains every bit of the flavour and keeps the eggs soft and moist, while the delicate Hollandaise provides a beautiful complement. At this season, when the roes are small, you can allow one to each person. If you have a large roe, each person should have only half, as the psychology behind a perfect first course is to give you less than you think you want.

The preparation of the shad roe couldn't be simpler. A level teaspoonful of salt is added to enough boiling water just to cover the roe. The roe is simmered for ten minutes and carefully drained.

The Hollandaise is served separately. For this, a quarter of a pound of butter is melted. Six pepper-corns are crushed and put in a second saucepan with a tablespoonful of vinegar, which is reduced over a low fire and cooled. Two yolks of eggs are added, and the mixture is cooked very slowly, whisking briskly until the yolks are creamy, when the melted butter is added, a few drops at a time, mixing thoroughly until the ingredients are well blended. The sauce is seasoned with salt and cayenne pepper, and strained through a muslin, when a few drops of lemon-juice are added. This amount, to serve two people, can be multiplied as desired.

There is technique in consuming the squab and the salad perfectly, in that you must get a bite of each in your mouth at the same time, so that you savour the combination of flavours together.

For two people, a squab chicken is disjointed in four parts, and the skin and breast-bone removed. The pieces are seasoned with salt and pepper, then passed lightly through flour, beaten egg, and fine bread-crumbs and fried in clarified butter for twelve minutes. A slice of lemon and tiny bits of fried parsley are served with this.

The cucumbers for the salad are sliced thin, salted, and allowed to stand for a while, then wrung out in a towel. They are mixed well with a dressing made of olive-oil, vinegar, salt, pepper, and powdered sugar, then sprinkled with caraway-seeds, strained, and served at the same time as the chicken.

BABA AU RHUM À LA VOISIN

This is made in a ring form and will serve ten people. Four ounces of butter, two ounces of sugar, and a pinch of salt are whipped until creamy, when four yolks of eggs, the grated skin of a lemon and a few raisins are added and thoroughly mixed. To this mixture are added a pint of milk, a pound of flour, and a cake of yeast, which has been diluted in a little of the milk. The ingredients are beaten together until the mixture is very smooth. The consistency should not be liquid, but thin enough to run lightly off a spoon.

The mixture is put in a buttered ring mould and allowed to stand for about two hours, until it rises, when it is baked in a moderate oven, about 300° Fahrenheit, for an hour, until brown. The Baba is then removed from the mould, allowed to cool and returned to the mould.

Half a pound of sugar is added to a pint and a half of water and brought to a boil. A jigger of rum is added, and the liquid is poured slowly over the Baba in the mould. This is allowed to cool, then the Baba is removed again, the centre is filled with vanilla ice cream and Boysen berries, and a little rum is sprinkled over all. Sweetened whipped cream can be used to decorate the Baba, if desired.

We suspected the Voisin of conjuring up the Boysen berries for the occasion, because they were entirely new to us. But actually you can buy them fresh in season, or put up in jars. They are a sort of cross between a blackberry, a loganberry, and a raspberry, and are delicious with the Baba.

TO OUR CONTRIBUTORS

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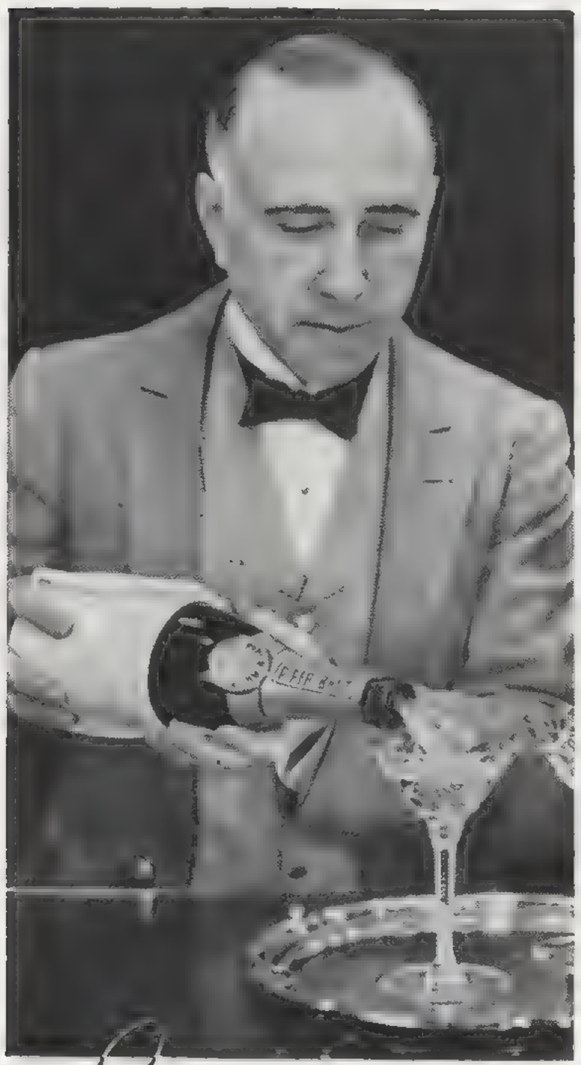

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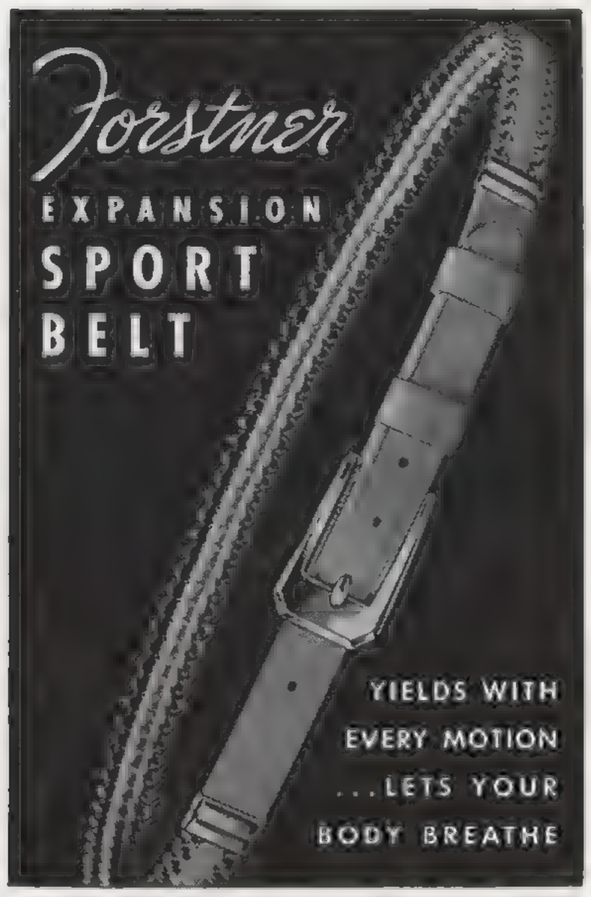

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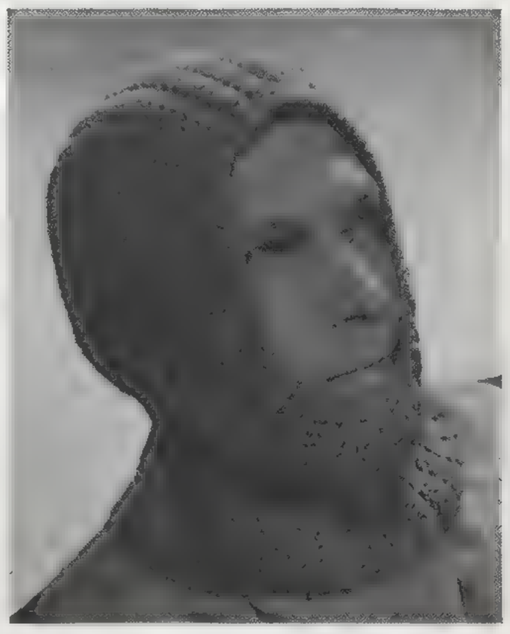

This is a Passe-Montagne helmet, which you may knit for a French soldier and send to him via Les Colis de Trianon-Versailles, 17 East Ninetieth Street, New York City

AMERICAN women up and down the land are joining their sisters abroad in making woollen clothes for the men at the front. Whether in winter or summer, sentry-duty at night is at best a bone-chilling job—and rainy days in the trenches call for warm clothes.

Lady Mendl and the Duchess of Windsor have organized into efficiency the combination of willing hearts and deft hands on one side, and a soldier's real needs on the other. Under their leadership, and that of Mrs. Harrison Williams, who is president of the American Committee, the society of "Les Colis de Trianon-Versailles" collects items requested by the soldiers themselves, and forwards them to the front. Besides warm clothing, each package contains a cake of soap, chocolate, and other small, but comforting luxuries to help lessen the rigours of trench-life. The knitted articles must be made according to definite specifications, thus assuring their suitability and usefulness.

A suggestion to you, who may also have a warm-hearted desire to help—crochet the "Passe-Montagne" helmet, or knit the sweater on this page. Write to Vogue for instructions; buy four-ply yarn in navy-blue, dark grey, brown, or khaki; send the finished article to the American Committee of Les Colis de Trianon-Versailles, 17 East Ninetieth Street, New York City. If you can not knit, a contribution of $2.50, sent to this address, will pay for a complete package for a front-line soldier.

VOGUE STUDIOS

Regulation French Army roll-neck sweater, simple and easy for you to knit. Les Colis de Trianon-Versailles sends it to France for you

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VOGUE COVERS

Music in May

Inevitable as a robin or a crocus is the music in May that is Manhattan's own way of blowing the pipes of Pan to usher in the season we have all been waiting for since snowflakes ceased to be a novelty. Strange symbols of a forthright season are the little men who are there (unofficially), plaintively drawing a bow across a violin, or turning the crank on a hand-organ. Organ-grinders come with or without monkeys, but the German brass bands never come without a trombone player (moan of wind in the forest or scream of the sea-gull scenting spring).

Children dance on the pavements and throw pennies in tin cups more frequently than one dares to believe, and oldsters have a way of humming the old refrains from the May music as they go to business that is less important than the first green in Central Park. Maybe that is the import of the organ-grinder's song, or maybe it is the brave illusion of spring—that nothing matters quite so much now as the out-of-doors.

The simpler pleasures

Central Park has just the atmosphere to help work off spring fever—you know the feeling of "it's such a lovely day we ought to do something about it, but it's too much trouble to do anything complicated." The Park has the cure for it—a variety of simple, unimportant little ways of having fun. Horseback riding, of course—your own horses, or hired from the livery stables around the Park. Besides riding, there are rowboating, bicycling, roller-skating.

The first fine day, the rowboats come out. Mr. Peter Pappas has the concession, and the lakes are at Seventy-Second Street and at One Hundred and Tenth Street. A lot of people discovered that rowing was fun last year, and they are all at it again this year. A girl can look very attractive if she leans back gracefully in a rowboat.

The bicycling area is the Centre Drive, on the west side of the Mall—between Sixty-Sixth and Seventy-Second Streets. You can rent bicycles at any of a score of shops near the entrances. Tandems and old-fashioned oddities are available, as well as the plain vanilla kind of bicycle, too. Most of the shops not only rent and sell bicycles, but also give lessons—in case there might still be some one who doesn't know how to ride a bicycle. However, any child can tell you that the basic principle is to get on and keep going until you fall off—the faster you go, the longer you'll stay on.

The main roller-skating area is the second lane on the Centre Drive—parallel to the lane for bicycling. There is also an area at One Hundred and Sixth Street and Central Park West, and a very small one for children only at Eighty-Fifth Street on the East Drive. There are no facilities for renting skates around here, but skating is fun enough to warrant purchasing a pair of your own anyway.

After playing around in the Park, the idea is to go to the Cafeteria at the Zoo. The terrace outside is where we intend to take up permanent residence come summer-time, but it's nice now, too. The food there seems to taste better than almost anywhere else, and, as it is simply plain, well-prepared fare, it must have something to do with the place. If you like beer, it's fun to sit on the terrace and have a stein. You can watch the seals from there if everything else fails you and your company bores you.

We are mad for it . . .

We went back again to that favourite haunt of ours, the Hapsburg House at 313 East Fifty-Fifth Street, and found it still one of the most charming places in New York for luncheon or dinner. The amusing murals, if anything so quaint could be called murals, by Bemelmans, enchanted us all over again, and we had to clutch one hand firmly in the other to keep ourself from straightening books painted askew.

The rooms in the converted brownstone front are an elegant size for twosomes (the Victorian woo-corner) or for largish parties, or *à trois* without the feeling of being either isolated or crowded. The famous cellar where mythical shades of the great once gathered, and still do, for all we know, is set aside for gala nights.

The food is up to the best of Old Vienna, which romantics will always want to keep alive even if it must be on Manhattan. By the way, an idea of the present host struck us as superb—bar suppers for after-cocktail parties that will be kept at a one-dollar minimum. These are equally good for pre-theatre folk.

"Dali" in your home?

Parents who glare at Modern Art and say, "Johnny did one like that when he was two" will have the opportunity of proving—almost—their contention at the fifth annual "Young America Paints" at the American Museum of Natural History. In this exhibition more than fifteen hundred youthful artists—and we mean youthful, for a fledgling Grant Wood may be only five—display their talents.

Every medium, including water-colour, tempera, fresco, powder paint, pastel, wax crayon, oil, and finger paint, has been employed by

THE TOWN

these youngsters in untrammeled free-expression. We were chastened and impressed by the morality of the "Judgment of the Turkeys," in which a turkey chops off the head of a (was it?) modern Puritan. We envy the parents of the first-grade child who is gleefully referred to as an "unconscious Picasso" by art teachers in the know.

There is a penguin family we'd like to own; and an airplane wheeling in a war-torn sky, designed by a five-year-old, makes us wonder if the shadow of world troubles has fallen across childish paths.

"Young America Paints," which is free to the public, continues until May 12. Hours of admission are 10 A. M. to 5 P. M. week-days; and 1 P. M. to 5 P. M. Sundays.

Early roof openings

THE ST. REGIS ROOF: The circus comes to town in the most gay and charming fashion when the St. Regis Roof opens on May third. The floor show, "The Circus," is produced by Gaston Lauryssen, directed by James Mitchell Leisen, who is a Hollywood director—and who should know more about a circus than a Hollywood director? Here you will have everything to do with a circus, from tigresses to elephants to bareback riders to the actual Big Top.

Mary Parker and Billy Daniels—the Hollywood starlet dance team—are the principal actors. There will be two previews of "Le Cirque" before the official opening. The first will be on May first, a dinner-dance for the benefit of the Musicians Emergency Fund; and on the following night, a benefit dinner-dance for the Spence School Adoption Nursery.

THE AMBASSADOR GARDENS: One of the most delightful and coolest caverns in town seems to us to be the Ambassador Gardens. Once in the door, we feel the complacency of a fish finning its way through charmed waters. The trellis, the water-lily pool, and the sweet, soft music will be part of the charm again. Perhaps there's no need to tell you, but the Vichyssoise is especially delicious here.

THE STARLIGHT ROOF: The Waldorf-Astoria opens its Persian-dream hanging garden (if that isn't too much of a title) on April 30. The occasion will be a formal dinner-dance for the benefit of the Big Brother Movement. Competing with the huge blue-crystal and silver ceiling stars will be one Miss Bonnie Baker, who will delight your heart with "Oh, Johnnie, Oh."

ARMANDO'S ROOF-GARDEN: Armando's has gone American in a pleasant enough fashion with stars and stripes to decorate the roof-garden, which opens about May first. Whether it keeps one cool to think one is in America or whether it is simply a safe colour combination—that old red-white-and-blue—we can't tell you, but the final effect is good.

The restaurant, which is still pleasantly reminiscent to us of the prohibition-doesn't-prohibit days, maintains a standard of good food. For summer lunching or dining and eye-fuls of glamour girls and boys, Armando's will be a good bet.

'Orses, 'Orses, 'Orses!

The Horse in Art, organized by Karl Freund, is now at the Reynolds Galleries, 39 West Fifty-Seventh Street. Every one who loves horses will find something to amuse, charm, or instruct him there. The show is beautifully displayed from the startling setting of Wheeler Williams' heroic steed, to the pathetically small, bell-covered anatomical horse of 250 B.C.

The outstanding portrait is Thomas Gainsborough's Master Drummond on a horse, a painting which originally belonged to the famous Drummond Collection. Robert, the Devil, one of the most famous horses of his time, is shown in the portrait by A. de Prades; and Oscar, who outran them all in the latter eighteenth and early nineteenth centuries, is portrayed by Ben Marshall. A portrait of a master of the fox-hounds is painted by Stephen Pearce. One painting shows a race between a coach and a steam train...the small, early train is hard put to it to outstrip the dashing steeds.

At the end of the room is a Gothic tapestry showing the full figure of a horse. And there are figurines, exquisite bronzes, and a merry-go-round horse from Coney Island. We were especially taken with some water-colours by Kathleen Hammond... good horses and good pictures.

Competition for ballet

Although by the time you read this column it will be too late to enter the libretto competition for the new ballet, you can still enter Part II. of the contest, which opens May fifteenth and is for the music and the *décor* and costumes dealing with the chosen libretto.

The libretto will be sent to any one interested in designing costumes and scenery or writing music by requesting it from the Ballet Guild Inc., 36 West Forty-Fourth Street, New York City, New York. The judges are Philip Barry, William Rose Benét, John Erskine, and Leonide Massine, as liberal a group of artists as one could find on one bench.

It sounds like fun to us, especially as any libretto dealing with the American Indian will not be considered—so you won't have to think in terms of paint and feathers.

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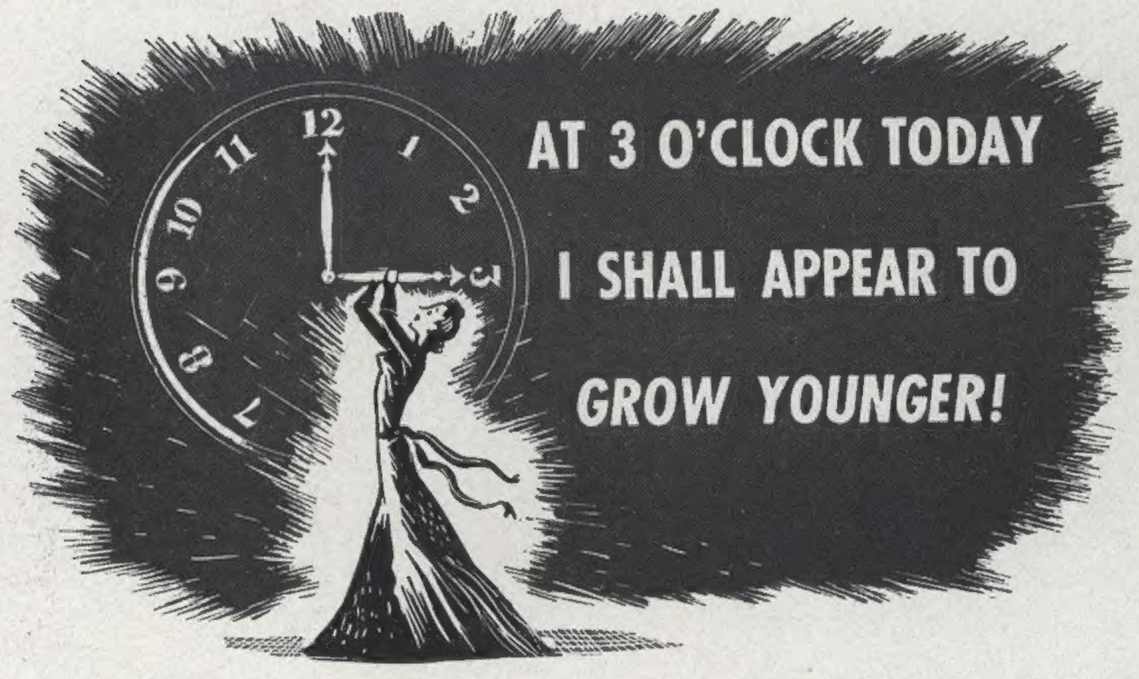

I shall begin by entering my beauty salon. There, trained eyes will inspect my dull brown hair, note every streak of gray. Soon, a shower of foam will bubble around my head, and I shall shut my eyes, relax every tired nerve in my body. When I open my eyes again, it will be to see what appears to be a new face in the mirror—*my* face, framed by sparkling, lustrous hair that has the soft appearance of youth. I will straighten my body. My eyes will come alive. I shall walk out, feeling 15 years younger. I shall have had an Eternol Treatment.

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COTTON

(Continued from page 47) rivers that were almost the sole means of transportation; and in the beautiful, oak-embowered, melancholy countryside of south Louisiana. Cotton bound for the ports of Europe went down the Mississippi, piled almost to the texas-decks of the palatial river boats of the times. It was incomparably America's most valuable export.

Cotton paid for the machinery and other things we imported from Europe; it discharged the principal and interest on European loans that we had contracted to finance the expansion of America. It was the backbone of England's industrial revolution; the cargo of many American vessels; the mainstay of New England's textile mills; an overwhelmingly important source of America's wealth and the foundation of Southern political power. In 1860, Senator Thomas of Kentucky defiantly said to the United States Senate: "Cotton is king! You dare not make war upon cotton!"

The Civil War wrecked the plantation economy and the civilization built upon slave labour, but it did not wreck cotton culture. The world continued to clamour for cotton and more cotton, and America, in ever greater quantities, supplied it. Confederate soldiers went home from Appomattox in April, 1865, to find the slaves flown, the lands grown up in weeds, the stock dead or strayed, the machinery wrecked or rusted. But they planted cotton. This achievement was praised by Henry Grady in a moving oration: "As ruin was never before so overwhelming, never was restoration swifter. The soldiers stepped from the trenches into the furrow; horses that had charged Federal guns marched before the plow, and fields that ran red with human blood in April, were green with the harvest in June."

COTTON, A GOOD PROVIDER

The cotton crop of 1870—six years after the Civil War—was greater than that of 1860; by 1910, it was almost trebled; and, by 1930, nearly one-third of all farms in the United States grew cotton. In the meanwhile, it had become a source of food for man and beast, as well as clothing. Before and after the Civil War, the laws of many Southern states prohibited the throwing out of cotton-seed onto the roads. It was gathered in vast piles and permitted to rot. Now, however, cotton-seed furnishes shortening that competes with lard and butter; it is used for salad oils and dressings; the crushed residue becomes food for cattle; more than three hundred products, ranging from explosives to plastics, are made from it.

Only a few years ago, America produced nearly 19,000,000 bales of cotton in one season, but nowadays, the crop, under governmental restriction, averages between eleven and thirteen million bales. American cotton-growers now face stiff competition both from growers in other lands and from other products. Cotton is produced in fifty-two countries, including Egypt, Peru, South Africa, Turkey, Russia, China, Mexico, Bulgaria, and, above all, Brazil.

FARMING BY REMOTE CONTROL

Faced with ever-increasing competition from other countries and other materials, the South continued nevertheless to grow huge crops of cotton while the price collapsed, farmers lost their lands, and the solvency of the entire Southern economy was threatened. After nearly one hundred and fifty years of expanding production, the Federal Government in 1933 began to regulate the output of cotton and to compensate farmers for not growing it.

Thereafter, the growers of this crop, which had played so vital a rôle in the development of the United States and of the world, could look no longer merely to hopes for an expanding world, but must take their cue, in large part, from the mastodonic building in Washington that houses the Department of Agriculture.

Cotton continues, however, to be the agricultural mainstay of the ten great cotton states, an agricultural factor in eight other states, a source of livelihood to millions of people on the farm and in the factories. In the four-year period from 1936 through 1939, every American used 65.7 yards of cotton each year—the highest average in our history—so that if your seersucker bathing-suit, using only a scant two yards, was the only cotton thing you owned in 1937, someone else must have been making piqué evening gowns, with 132 yards. And now an alert South, awake at last to the magic of chemistry, is turning to the laboratories in search of new uses for cotton that will again make the world clamour for it. Perhaps even now the brain of some new and obscure Eli Whitney holds the solution to this baffling problem.

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V 36

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